

# PRINTERS' INK



VOL. XCIX

NEW YORK, MAY 10, 1917

No. 6

## Cashing In On Courage

TO most people, a broom's a broom—a bunch of straw tied on the end of a handle. It takes nerve and courage to advertise a broom, particularly in these days of vacuum cleaners and improved carpet sweepers.

But the Lee Broom & Duster Company of Lincoln, Nebraska, (*"the largest and highest-rated independent broom manufacturing establishment in the universe"*), makes unusually good brooms. One of them, named "Zeda, the Modern Broom," is patented and undoubtedly the best put-together broom on the market.

So this progressive manufacturer came to Advertising Headquarters for the merchandising-advertising idea that would make "Zeda" the leader among brooms.

**ZEDA**  
THE MODERN  
BROOM



*I must be twins or triplets, say—  
Ten thousand times or more:  
'Cause you can find me any day  
In any grocery store.*

*Zeda Lee*

*They got it.* The campaign is still young, but it has gone far enough to indicate splendid results. Yet some people think *their* business is "peculiar" and cannot be advertised. Perhaps we may be able to turn this very *peculiarity* to your advantage.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS  
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

## A Word From The MAN WHO KNOWS

"I sometimes think if some manufacturers who are clamoring for better export trade facilities would spend a little more time investigating and developing this great farm market at home, how much better it would repay their efforts. An EXPORT MARKET MAY BE WIPED OUT IN A SINGLE HOUR, but the farm market is the most stable on earth.

The farmer and his family will stick by you if you once gain their confidence and give them good value.

"Farmers are just coming into their own. Prices for every product of the farm, with one or two exceptions, were never higher. The tastes of farmers have been educated towards better things. Their needs are many and they have the money to supply them. The luxuries of a few years ago are the necessities of to-day. The farmers can afford to cater to their own tastes, and they have the money to pay. If you want this business, why don't you ask for it?"

*G. B. Sharpe, Adv. Mgr., De Laval Separator Co., in January "Postage"*

Farming is a many-sided business.

The live-stock farmer's problems differ from those of the wheat or cotton farmer. Indeed each branch of farming, each section of the country has its own special set of difficulties to be solved.

The Standard Farm Papers recognize this fact and specialize their editorial work upon one branch or division of farming.

In this intensive editorial work lies their power to hold the interest of one out of every two or three farmers in their chosen fields.

Ask us for facts.



### THE STANDARD FARM PAPERS ARE

- The Ohio Farmer**  
*Established 1848*
- The Michigan Farmer**<sup>1</sup>  
*Established 1843*
- Prairie Farmer, Chicago**  
*Established 1841*
- Pennsylvania Farmer**  
*Established 1880*
- The Breeder's Gazette**  
*Established 1881*
- Hoard's Dairyman**  
*Established 1870*
- Wallaces' Farmer**  
*Established 1895*
- Progressive Farmer**  
*Established 1886*
- Birmingham, Raleigh  
Memphis, Dallas**
- The Wisconsin Agriculturist**  
*Established 1877*
- The Indiana Farmer**  
*Established 1845*
- Pacific Rural Press**  
*Established 1870*
- The Farmer, St. Paul**  
*Established 1882*
- WALLACE C. RICHARDSON, Inc.**  
*Eastern Representatives*  
381 Fourth Ave., New York City
- GEORGE W. HERBERT, Inc.**  
*Western Representatives*  
Conway Building  
Chicago

*All Standard Farm Papers are members of A. B. C.*

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

VOL. XCIX

NEW YORK, MAY 10, 1917

No. 6

## How Advertising Keeps Down Costs to the Consumer

Various National Advertisers Tell of Effect of Advertising on Their Prices and Their Markets

By J. F. Matteson

Pres., Gundlach Advertising Co., Chicago, Ill.

I RECENTLY asked forty American manufacturers this question: "Does Advertising Increase the Price to the Consumer?" The answer was, "No, It does not!"

These manufacturers appropriate annually about \$3,975,000 for advertising, and they should know what they are talking about. Their statements are backed by facts and figures.

Most of them have gone further than to say merely that advertising does not increase the cost to the consumer.

They have stated that advertising decreases the cost to the consumer, and they have given figures to prove it.

And more: these manufacturers have stated that their average advertising expense, in ratio to volume, is less than four and a half per cent.

Just suppose that the entire expense of advertising were to be added to the price of the manufactured article. Even this would

increase its price only four and a half per cent.

If all of it were added, a dollar's worth of sugar would cost \$1.04½. Ten dollars' worth of paint would cost \$10.45.

The percentage of the total volume of advertising to the total volume of the country's business is certainly no more than one per cent.

It is estimated that between \$350,000,000 and \$400,000,000 is spent for advertising each year. The total volume of the country's business is estimated at between \$40,000,000,000 and \$50,000,000,000.

If all advertising were wasted, if it did not lead to an increase in volume, with its consequent decrease in man-

ufacturing cost, if there was no cutting off anywhere, even then each dollar's worth of merchandise would cost about \$1.01.

But these advertisers have gone on record to a man that the money

Do you distribute the cost of your advertising so that you know what it costs, in advertising, to sell each article, machine, measure or package?

Has the price of your commodity been increased or decreased to the consumer?

Has advertising caused this increase, or decrease, and why?

Has advertising increased or decreased the number of your traveling representatives?

By what percentage?

Has your company, at any time, caused a raise in prices to the consumer in connection with making an advertising appropriation?

What have you figured your percentage of advertising to your total volume?

What has been your range of consumer prices? In 1905? In 1910? In 1915? In 1917?

THESE WERE THE QUESTIONS ASKED OF ADVERTISERS

which they have spent has *not* been added to the price which the consumer pays, but has so increased distribution, and has so broadened markets, and so enhanced factory production that the decreased cost of distribution, and the further decreased cost of manufacturing either has enabled them to hold their products at the figures at which they are quoted, or has made it possible for them to reduce their prices to levels which could not have been obtained without advertising.

With prices of staples shooting up as they have during the past three years, it is natural that those who find their grocery bill and their merchandise bill larger month after month should attempt to seek out the reason.

It is natural also that advertising should be singled out as the thing at whose door should be laid most of the blame.

For the evidences of advertising are all around us. We see it everywhere. And those who do not know its cost begin to inquire now that food prices are going up, especially. A man once asked me the price of a page advertisement in a certain publication, and when I told him that the cost was \$4,000 he said: "For how many times is that?"

The man who thinks he wants to get at the bottom of the high cost of living finally is told by some one that an advertisement costs \$1,000. The man who is seeking information multiplies this figure by all of the pages he happens to see advertising that article and he says: "No wonder prices are going up."

Advertising is picked on because it is the thing which we see. Gradually people are learning to know that advertising means an outlay of a great deal of money. They do not and cannot (because they do not understand) see contraction in costs at the various other extremities of a manufacturer's business.

Unfortunately this belief has been fostered by many large retailers. Even large merchants who spend annually half a million dollars or more in advertising, are

likely to find clerks and department heads within their organizations who say to the unknowing customer:

"Here is an article which is even better than that article for which you have asked. It is better because the manufacturer, instead of spending his money in advertising, has spent it in producing a better article. It is sold to you for the same price."

The customer does not know that the manufacturer of that article possibly has produced a thousand such articles during the period of a year, whereas the manufacturer of the advertised article has produced ten thousand, or thirty thousand, or fifty thousand. And in producing that great number, overhead and manufacturing costs have been so reduced, and costs of material have been so reduced because of purchasing in large quantities, that the manufacturer of the advertised article is able to sell a better article at the same price.

The consumer, on the other hand, cannot *see* the numerous things which contribute to the increase in prices of materials. These are intangible things, quite impossible to picture. The buyer hears about them but he cannot understand them because they are not printed before his eyes. But there is advertising standing out every place he looks. And he shouts: "That's it. Advertising is to blame."

Then when a clerk in some store tells him that advertised articles are likely either to cost more or to be of inferior quality, he is *sure* that advertising is the cause of it.

#### "ADVERTISED ARTICLES MUST BE GOOD"

I cannot believe that officials of big institutions, dealing with several thousand customers every day, would permit a clerk or department head so to falsify as to the results of advertising if they knew it were being done.

Should advertising men, who know that such statements are untrue, carry these reports to the heads of such institutions adver-





## *If you were a Canadian Manufacturer*

would you go to the States to  
engage an advertising agency to  
advise you on marketing?

Certainly not—no Canadian  
manufacturer does.

The orders of many American  
advertising agencies go to Can-  
ada, but the organization of  
none does so—except The H. K.  
McCann Company.

*It is not necessary that we handle your  
American advertising in order to serve  
you in Canada. We will gladly co-  
operate with your American agent.*

**The H. K. McCANN COMPANY**  
61 B'way, New York; Cleveland, San Francisco  
*In Canada*

**The H. K. McCANN COMPANY LIMITED**  
56 Church Street  
Toronto



tising would have far fewer detractors.

The truth is that an advertised article *must* be good. For when advertising creates a big market for an unsatisfactory article it is swept off the market more quickly because more buyers learn more quickly it is not as claimed. It's a good article indeed which can stand up to advertising.

A large majority of the manufacturers who replied to the questions printed in connection with this article, so distribute their advertising cost that they know what it costs, in advertising, to sell their products. And some even know what it costs in advertising to sell in one district or zone as against another.

Most of those who do not distribute the cost of their advertising are able to tell, nevertheless, what the ratio of advertising is to total volume of sales which, except that this sum is arrived at at the end of the fiscal year rather than at the beginning, serves the same purpose.

#### HOW WELCH DISTRIBUTES ADVERTISING COSTS

As an instance of the manner in which advertising costs are distributed, I will quote part of the statement made by Edgar T. Welch, secretary and treasurer of the Welch Grape Juice Company, Westfield, New York.

Mr. Welch says: "We figure our advertising cost per case, and figure each territory separately." Certainly a thorough and positive check-up on what it "costs" to advertise.

When a manufacturer tells you that he has such a splendid alignment of advertising expenditure that he is able to tell the cost per territory, that man has gone into advertising and its "costs" and results so thoroughly that we may know that his system of advertising expenditure is on the same plane with shop costs, depreciation, raw material costs and the other matters a manufacturer must know before he can be sure he is producing at a profit.

"Has the Price of Your Commodity Been Increased or De-

creased to the Consumer?" Here is Mr. Welch's answer:

"There has been no change in recent years, excepting that more dealers are selling at 45 cents or 50 cents for quart size and 25 cents for pint size—dealers who formerly got a little higher price."

"Has Advertising Caused this Increase or Decrease, and Why?"

Mr. Welch states: "Advertising was largely responsible for a large increase in output during the years between 1897 and 1915, and we reduced prices to trade, and consumers received the benefit."

Referring to the number of his traveling representatives, Mr. Welch says:

"Without advertising we would have to spend considerably more money for salesmen. But, if we discontinued advertising and spent the same amount for additional salesmen, we could not get the same results."

Mr. Welch answers this question: "Has Your Company, at any time, Caused a Raise of Prices to the Consumer in Connection with Making an Advertising Appropriation?" just as all other manufacturers who replied answered it with an emphatic "No."

Mr. Welch's statements are particularly interesting inasmuch as his company usually has spent over 10 per cent of total volume in advertising. This percentage includes all forms of advertising: national advertising, store advertising and dealer helps. That 10 per cent of volume has been spent, is due, no doubt, to the fact that it was the Welch company which created the desire for grape juice. The market had to be made, and during the making there was far less consumption of grape juice than in the later years when the habit had been formed. But even under the burden of a market's up-building no advertising which Mr. Welch's company has done has increased the price of his grape juice.

"We have never printed the price on the label or insisted on a definite price at retail," says Mr. Welch. "We made several reductions in price to the trade between 1890 and 1913, and the usual retail

THE



OF THE EARTH  
THE SUBSCRIBERS  
TO NEEDLECRAFT  
OVER ONE MILLION  
OF THEM

prices gradually came to be 45 cents or 50 cents per quart, and 25 cents for pints."

It is inspiring to receive a straightforward, confident message like that. Only the man who actually furnishes the funds for advertising appropriations and sees the benefits which advertising brings to his company, can possibly have the proper perspective to deal with such an important subject.

Of no less weight is the statement of Robert A. Stanahan, president of the Champion Spark Plug Company of Toledo, Ohio.

Mr. Stanahan distributes his advertising so that he knows exactly what the average cost is per plug to sell each year's output. If there are left any "jabbing in the air" advertisers who merely spend and hope—without the application of scientific advertising principles—they are the ones who may get the most benefit from the things Mr. Stanahan says. For he has placed advertising among his investments from which there is a certain return enabling him to improve his merchandise and sell at the same price and later to sell improved merchandise at a lower price.

Possibly this most careful figuring of costs (a matter, by the way, which former Chairman E. N. Hurley, of the Federal Trade Commission, drummed into American business men) may be the secret of the monumental success which Mr. Stanahan's company has had.

#### SELLING COST REDUCED 70 PER CENT

Referring to the cost which the consumer has been asked to pay for the Champion spark plug, Mr. Stanahan says: "Although we have not reduced or increased the price to the consumer on our commodity, we are continually improving our product to where today we are offering the consumer double, or three times the value we formerly sold at the same price. Advertising has enabled us to give the consumer more for his money because, with the greater demand for our goods created by this advertising, at a

very low price pro rata, we have increased tremendously our market and have been able to follow up more closely the little details, resulting in vast improvement of the quality of our final product.

"Advertising has increased the number of our traveling representatives, because it has opened up to us markets that we did not before cover, but it has decreased the actual cost per plug as the volume of business from each territory has increased so tremendously that we have put on more sales representatives and the volume of business turned in by each man has increased several times in proportion to the increased cost of covering that territory. *Our selling cost per plug has been decreased 70 per cent in the past four years.*

"We have not, at any time, caused a raise in price to the consumer in connection with any advertising appropriation."

There you are—a 70 per cent reduction in four years. And certainly Mr. Stanahan's advertising of the Champion spark plug has been almost everywhere. You've seen pages and double trucks; but the cost to sell has been pulled down by 70 per cent. With from 100 per cent to 500 per cent and even greater increases in the price of raw material, one must wonder what price we would be paying for Champion spark plugs if Mr. Stanahan hadn't been one of those manufacturers who saw many years ago the profits to the manufacturer and consumer which advertising may be made to pay.

The percentage of advertising to the total volume of Champion spark plug sales has been approximately 7 per cent.

Here is Mr. Stanahan's scale of prices since 1905:

In 1905.....	\$1.50 to \$2.50
In 1910.....	1.00 to 1.25
In 1915.....	.75 to 1.25
In 1917.....	.75 to 1.25

The statements of Mr. Stanahan and Mr. Welch are only two out of nearly fifty. But it seems to me that they give the most decisive and the clearest cut evidence that anybody could ask as

Not a coupon, a "contest," a premium or clubbing offer helped build the Brooklyn Standard Union circulation.

This newspaper is popular because it is primarily a news paper.

It is the home paper in the "City of Homes."

to the part which advertising plays in the pricing of the merchandise to the consumer.

The Kewanee Boiler Company, Kewanee, Illinois, is another one of the big American advertisers which says that the cost of advertising is so distributed that it knows exactly how much it costs to sell each boiler. Like everything else made of steel, boilers have gone up in price. Charles L. Collette, of that company, says: "Our price remained constant until about eighteen months ago. Then it was raised, due to the great increase in the price of steel plate, of which our products are made. Advertising has not increased the price to the consumer. Non-advertising competitors sometimes have quoted lower prices than ours. Several of them have found that prices lower than ours do not give them a livable profit."

Even if all of the advertising expense of advertising Kewanee boilers were added to the price of the boiler, the consumer scarcely would notice it. The percentage of advertising to volume done by this company is but  $2\frac{1}{2}$  per cent.

#### EX-MAGAZINE MAN'S STRONG TESTIMONY

E. C. Patterson, president of the Warner Lenz Company, Chicago, was not satisfied with saying "No" once in answering the question: "Has your company at any time caused a raise in prices to the consumer in connection with making an advertising appropriation?" Mr. Patterson wrote "No—no—no."

Mr. Patterson classifies advertising as an overhead and as a very necessary overhead, like expense for stationery, possibly, which, when used properly, brings a return. "Without advertising," says Mr. Patterson, "we would have products, but no markets." Mr. Patterson's statement is interesting and gets at the question from the two viewpoints which he is able to bring to bear—that of the man closely in touch with most of the real big advertisers a few years back, and now that of the manufacturer who has his chance to prove that he will do

just as he advised many hundreds of other men to do—spend all for advertising the business will afford. As Mr. Patterson was entering the manufacturing business I said to him one day: "Are you going to spend your money for advertising; are you going to do what you have told so many others to do?" He said he would. He has. Mr. Patterson's expenditure last year was \$100,000. Next year he will spend \$200,000.

"Without advertising we would be compelled to employ 300 traveling salesmen at a tremendous expense," says Mr. Patterson.

"The cost of advertising does not necessarily increase the cost of any article where any amount of money is spent in advertising such article.

"But if we should attempt to save the money spent for advertising, we would sell none of our merchandise and, therefore, there would be no such thing as a consumer.

"We might possibly increase the sales for our goods to the dealer by employing a large staff of traveling salesmen, but this in itself would increase the so-called cost to the consumer; then how about the dealer disposing of the goods to the consumer?

"The consumer must pay the overhead, and I consider advertising a legitimate overhead expense.

"I sincerely believe that advertising decreases instead of increases the cost of a great many of the necessities and luxuries that we enjoy. It produces an output which, in turn, reduces the manufacturing cost.

"I have seen this work out through my sixteen years' experience with *Collier's* as advertising manager, and later as vice-president and general manager."

From far out on the Pacific Coast comes a message from G. Harold Powell, general manager of the California Fruit Growers' Exchange. Mr. Powell states that it was quite impossible to answer all of the questions because they do not apply to the fruit business in the way in which it is con-

(Continued on page 125)

# EXPERIENCE

A letter dated April 6, 1917, from a prominent Manufacturing concern, whose advertising appears in more than 60 trade publications, gives the following analysis of the results of an expenditure of \$150.00 a year in Thomas' Register.

**7th EDITION (One year, November 1915—November 1916)**  
 Developed 54 initial inquiries (29 Manufacturers,  
 20 Importers and Exporters, 2 Dealers and 3 United  
 States Government Departments.)  
 Orders developed from above, actually executed.  
 Delivered and Billed . . . . . \$8382.57

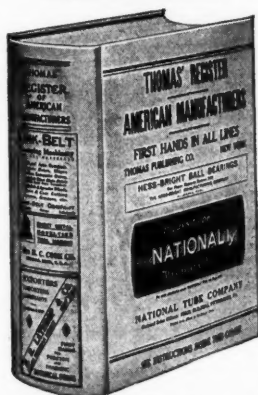


(Cost of advertising, less than 2% of actual sales.)  
 Business offered for consideration—but not closed,  
 (in addition to above), Approximately \$80,000.00



(Cost of advertising, less than 1/5% of above.)

**MEMBER A. B. C.**



The name of the concern above referred to, together with their complete analysis of results, will be sent upon application.

No wonder that of 1389 advertisers (more than carried by any other trade publication in the world) more than 90% have renewed for next edition, convinced by experience that it brings the **highest class** of inquiries at the **lowest cost** per inquiry.

## Some Facts

**Number of users.** Approximately 10,000. (7th and 8th Edition, 6200 of latter.)

**Importance of users.** Their aggregate capital exceeds

**\$16,000,000,000**

equivalent in this respect to 160,000 subscribers of \$100,000 each.

**T**HE only work that instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article, more than 70,000. Published once a year. Used thousands of times each day. Many exclusive features of value to buyers.

**Thomas Publishing Company, 129-135 Lafayette St., New York City**  
**BOSTON** Allston Sq. Tel., Brighton 1490  
**CHICAGO** 20 W. Jackson Blvd. Tel., Har. 2366  
**SAN FRANCISCO** 311 California St. Tel., Sutter 4604  
**LONDON** 24 Railway Approach



### Huntsman Heads Brooklyn "Standard Union"

R. F. R. Huntsman, for fifteen years advertising manager of the Brooklyn *Standard Union*, was elected president of the Brooklyn Union Publishing Company on May 4 to succeed the late William Berri, the founder of the Brooklyn *Standard Union*. George T. Musson, who was associated with Mr. Berri in business for about forty years, was elected treasurer and secretary of the company.

In his will, Mr. Berri paid a strong tribute to his confidence and trust in his executors, who are his son, Herbert Berri, Mr. Huntsman and Mr. Musson. The will provides that they shall serve without being required to give bond or security of any kind, "any law to the contrary notwithstanding." They are given unusual power and discretion and will handle the affairs of the estate without restriction of any nature. No mention is made in the will of any particular property, and the *Standard Union* and the various trade papers will be under the direct control of the executors.

The following resolution was passed by the directors at this same meeting: "The Brooklyn Union Publishing Company records with sorrow the death, on April 19, 1917, of its president, William Berri, a loss which words cannot measure. To him, this corporation owes its existence. He restored its credit, revived the *Standard Union* and, after years of wisdom, patience and devotion, made it a prosperous and respected newspaper. Tributes to Mr. Berri's character and activities in other fields have been numerous; to none are they so well known or deeply appreciated as this corporation. To intimate knowledge of Brooklyn and its people, he added their respect and confidence. Master of every department and function of a newspaper, he gave a rare combination of equipment and efficiency, with conspicuous quality of leadership, which produced loyal and harmonious following, an example expressing the best in citizenship and journalism which we commend to those who follow him."

### Chicago Papers Raise Price

The Chicago *News* and Chicago *Herald* have announced that the retail price will be raised from one to two cents. The action is taken because of the increase in manufacturing cost, including white paper.

### Appointment by Haynes Automobile Company

H. R. Keeling, who has been in the publicity department of the Armstrong Cork Company, Pittsburgh, Pa., has been appointed advertising manager of the Haynes Automobile Company, Kokomo, Ind.

### T. P. A. to Study Dealer Helps

The meeting of the Technical Publicity Association, New York, to be held on the evening of May 10, will be addressed by the following speakers:

W. H. Easton, of the publicity division of the Westinghouse Electric and Manufacturing Company, "Dealer Helps as Furnished by Manufacturers from the Manufacturer's Standpoint"; Z. M. Hyer, manager of the United Electric Shops, "Dealer Helps as Furnished by Manufacturers from the Dealer's Viewpoint," and Carroll H. Dunning, of the Displays Company, "Conventions and Convention Exhibits."

### Stock-Raising Paper Changes Name

*Murray's Swine Breeder*, Fort Worth, Tex., has been changed in name to the *Southwestern Swine Breeder*. The publishing company has been reorganized with the following officers: C. D. Reimers, president; D. R. Murray, vice-president; J. Montgomery Brown, secretary. The latter will be general manager of the publication.

### Lester J. Clarke With Hearst

Lester J. Clarke has been appointed Pacific Coast representative of the Hearst newspapers, with headquarters in San Francisco. He has been general manager of the Los Angeles *Tribune* and *Express* for the past two years and before that was general manager of the Scripps Northwest List for a number of years.

### "Art World" Appoints Advertising Manager

Frank L. Parks has been appointed advertising manager of the *Art World*, New York. He has been advertising manager of the Kathodian Bronze Studio, New York, and before that was on the staff of Doubleday, Page & Co. and *Vanity Fair*.

### L. R. Alwood Makes Change in Detroit

L. R. Alwood, who has been with the Banker-Martin Company, Detroit advertising agency, has become associated with the Joseph Mack Printing House, Inc., of that city.

### Religious Paper's New Representation

The Religious Press Association, Philadelphia, has been placed in charge of the advertising of the *Record of Christian Work*, East Northfield, Mass.

### Berry Western Manager for David C. Cook Pub. Co.

Fred A. Berry has been appointed Western manager of the David C. Cook Publishing Company, Elgin, Ill., with headquarters in Chicago.

## Automobile Advertisers Have Re-discovered Cosmopolitan



### THE LEXINGTON-HOWARD CO.

MAKERS OF MECHANICALLY EXCELLENT MOTOR CARS

CONNERSVILLE, IND., U.S.A.

CABLE ADDRESS  
"LEARN"

APR 28 1917

EN. EE

Tuesday  
April  
24-1917

Cosmopolitan,  
119 West 40th Street,  
New York City,  
New York.

Gentlemen:

It gives me pleasure to  
tell you how well our recent  
full page ad in your magazine  
pulled for us.

We got more good inquiries  
from this advertisement than  
from any other we have run,  
and our New York City dis-  
tributors advised us that  
they made a sale over the  
telephone on the strength of  
it.

We consider this an extra-  
ordinary showing and are  
pleased to most heartily  
endorse your medium. In fact,  
we can not adequately describe  
its pulling power except by  
comparing it to the LEXINGTON  
Minute Man Six, which always  
shows up best when the task  
is hardest.

Sincerely yours,

*Emory Howard*  
Emory Howard  
Advertising Sales Mgr.

More than 1,150,000 people are buying the 20 cent  
Cosmopolitan. No wonder that automobile advertisers  
find this circulation good stamping ground

*Francis R. Kuehling*

# 825,299

## Daily Net PAID CIRCULATION of the New York EVENING JOURNAL

This Official Statement to the United States Government  
for the SIX MONTHS ending April 1st, 1917, presents  
**The Most Stupendous CIRCULATION FACT**  
that ever existed in reference to Any Newspaper in the United  
States!

**CIRCULATION** is what every Advertiser demands.

**CIRCULATION** is what every newspaper struggles to achieve.

**CIRCULATION** is what the Audit Bureau of Circulation  
was organized, by American Advertisers, to discover and  
**PROVE.**

**CIRCULATION** by SWORN STATEMENT, is what  
**REQUIRED** by the United States Government, for the  
**PROTECTION** of advertisers.

**PROVEN, CONTINUOUS, NET CIRCULATION** is the  
highest factor of **VALUE** to the Advertiser that exists in  
newspaper

and

## The New York Evening Journal

*Has almost DOUBLE the Circulation of the next  
largest evening Newspaper in New York City.*

It has almost as much **CIRCULATION** as the **THREE** Next  
Largest Newspapers to the **JOURNAL**, Combined, and  
**MORE CIRCULATION** Than **FIVE** of the other Six  
New York Evening Newspapers!

HOW can one get a realization of the ENORMOUS VOLUME in this tremendous Evening Journal Circulation figure—

**825,299** Daily  
Net  
Paid

Who would conceive of the fact that this daily net paid circulation provides: *An Evening Journal every day for EVERY FAMILY in CHICAGO, also for EVERY FAMILY in BOSTON, every family in WASHINGTON, every family in SYRACUSE, and after EVERY FAMILY in all of these FOUR GREAT CITIES combined had received an Evening Journal, there would still be MORE LEFT OVER than the entire circulation of one of New York's well-known newspapers!*

If the daily purchasers of the New York Evening Journal had to line up and pass a given point in single file, to pick up their copies of the Journal, as they marched past at the RAPID PACE of four miles an hour, they would have to

Start at 8 o'clock on Monday Morning, march continuously DAY AND NIGHT during Monday, Tuesday, Wednesday, Thursday and ALL DAY Friday, until 7 o'clock at night in order to get their Journals for a single day!

If the daily purchasers of the Evening Journal were to march in review up Fifth Avenue, in solid ranks—25 marches in each rank, each rank within four paces of the one in front, and if all should march at the rapid gait of four miles an hour, without any halt, the parade would need to start at 9 o'clock in the morning, and it would only be well started when you went to lunch. The

army would still be plodding rapidly along when you went to dinner. You could run over to the Avenue and get another look, and then go to the theatre. After the theatre you would find the army still marching as solidly and rapidly as ever, and you could go to the roof garden for several hours. At three o'clock you might want to go home; but the Journal army, 25 in every rank—every rank within a hand's touch of the one in front and the one behind—would be marching vigorously up the Avenue, and the end of the ranks would not yet be in sight.

From 9 o'clock in the morning, until 4 o'clock the next morning—as SOLID AS THE AVENUE COULD HOLD THEM—marching as RAPIDLY AS MEN EVER MARCHED—Is this not a vast and amazing army?

Is it any wonder that Advertisers get such enormous RESULTS from the BUYING done by the vast army of Evening Journal readers?

By the CONTINUOUS VOTE of the VAST MAJORITY for almost two decades—

*New York's FAVORITE Evening Newspaper*

825,299 Daily Net Paid

**The New York Evening Journal**



Don't give farmers too much advice; they have enough troubles already. Instead, tell them how to farm more easily, more efficiently; tell their wives of household labor-savers. Tell them all about good recreations—automobiles, pianos, talking machines, sporting goods and the like.

In other words, attend energetically to your business, then the farmer can stick to his. You will help him most by telling him how to get along more easily and more pleasantly. Use

## The Farm Journal

Washington Square  
Philadelphia

# Controversy Over the Kuppenheimer Agency in New York

Secretary Cahn, of Kuppenheimer's, Discusses Rights of Exclusive Agents

By John Allen Murphy

THAT much mooted question as to the control of exclusive retail agencies and as to the limit of the territory to which they should be allotted so that the best interests of both the merchant and the manufacturer may be served, has been brought to the front once more by an occurrence which has happened in New York recently and which is being widely discussed.

Briefly stated, here are the facts that have precipitated the controversy. Last fall Brill Brothers arranged for the distribution of B. Kuppenheimer Company's clothing for the metropolitan district. Vogel & Company, who have a store on 125th street in New York, have featured this line for ten years, but it is claimed that they have not had the privilege of advertising it except by the use of style books, signs, and window displays. It is said that when Vogel & Company bought their 1917 spring line of Kuppenheimer about the same time that the deal with Brill Brothers was closed it was especially stipulated that, while Vogel would have the same advertising privileges for this spring as formerly, no newspaper advertising would be allowed. This Nathan Lemlein, of Vogel & Company, and who is president of the Retail Clothiers' Association of New York, denies. He says that legally and ethically he was well within his rights when he came out recently with several newspaper advertisements, announcing "our spring selection of Kuppenheimer clothes." Mr. Lemlein says that while up to recently he has not seen fit to advertise Kuppenheimer clothing in the newspapers for several years, there never was any agreement which kept him from doing so.

In a statement to PRINTERS' INK giving his side of the case, B. J.

Cahn, secretary of B. Kuppenheimer & Company, throws much light not only on the question at issue, but also as to the prevailing methods of dealing with exclusive agents in the clothing field.

"Generally speaking, in the big cities," he said, "it is the policy of nationally advertised lines in our industry to extend advertising privileges to only one concern, but to sell a number of accounts. In the smaller towns one merchant is accorded both the exclusive advertising features and the merchandise, but in the larger cities it is the uniform practice to sell every concern that desires to buy the merchandise, restricting the advertising privileges to one dealer only.

"No subordinate rights are given to a concern for a restricted territory. The only restriction is the one made relating to the advertising, and this arises from natural causes.

## RECIPROCAL EFFORT AND BENEFIT

"The national advertising of a manufacturer requires the co-operation and support of the merchant to make the sale of the merchandise extensive. This co-operation and support, in turn, requires considerable expenditure of both money and effort on the part of the dealer, and the dealer, in turn, feels that he alone is entitled to receive the result of this expenditure.

"It is obvious that if a manufacturer desires to have an exclusive representative he must accord him his loyalty, and the last thing that a manufacturer will do is to change accounts. He knows that the welfare and success of his representatives result in his own success. In other words, it is a mutual affair.

"This house regrets exceedingly that there was any controversy

between its agents in New York City, and naturally is disinclined to enter into a discussion of the difference, which has given publicity to something that did not occur there, and which rarely occurs in any place, namely, the switching of accounts.

"In the instance in question, Vogel & Company for a number of years have handled our merchandise in their store uptown on 125th street, New York, with the understanding that they were not accorded the advertising privileges in the New York daily papers of general circulation, for the reason, which they well knew, that we were seeking a representative connection in the retail district of New York City of sufficient magnitude to do full justice to both our line and advertising in a city of six million people. This Vogel & Company, confessedly, were unable to do, owing both to their location and the financial outlay involved.

"When our plans were ultimately consummated and Brill Bros. undertook to handle our merchandise and feature it in the manner indicated, Vogel & Company for the first time conducted a newspaper campaign in the New York daily newspapers contrary to the distinct understanding had with them. This obviously resulted in the controversy.

"In selling Brill Brothers this house did not switch or change accounts. Vogel & Company retained our merchandise as in the past, and had all the previous advertising privileges accorded them, with the single exception that after the spring season of 1917 they were not to retain our signs or cards in their windows.

"The prominence given to this so-called controversy over nationally advertised lines arises from an erroneous impression or understanding of the situation, for we believe the efforts this house made to obtain, in the metropolis of our country, a representative able and willing to feature and advertise our line in a creditable manner, are worthy of commendation rather than criticism.

"We have approximately 2,000

representatives, have been in business for more than a period of forty years, and the few changes made in this period and among this large number of representatives are significant of our policy. Most of our representatives are of many years' standing, closely allied to the house and ready to testify to the loyalty and support they have received from us on all occasions. Naturally, instances have arisen where changes were imperative to obtain a proper representation of merchandise and to have it properly advertised. Any fair-minded man can readily appreciate this, and that it is in keeping with business progress."

#### CASE MAY GO TO CLOTHIERS' ASSOCIATION

Mr. Lemlein, it is reported, will file a complaint as an individual member with the National Association of Retail Clothiers, with the hope of having some action taken at its next convention.

"This controversy has brought to light the complaints of retailers elsewhere who contend that after establishing a reputation in their respective communities for certain lines of nationally known houses they have been suddenly dropped by the manufacturer in favor of a competitor with a larger outlet," so says *Men's Wear*.

It states further: "The viewpoint of the retailer is that this action is similar to having most of his trade taken away from him and given bodily to his competitor.

"It is stated that the recently organized New England Retail Clothiers' Association may have a case of a transferred line to present before the national convention of retail clothiers in September.

"The story is that Paul Kramer, of Springfield, Mass., who had featured a nationally advertised line for eight years, learned last fall that a Boston company was to have the Springfield agency for the line in a new store the Boston house established there. Kramer, it is said, had purchased his spring bill, amounting to about \$6,000, while under the impres-



sion that, notwithstanding the opening of the store by the Boston retailer, he would continue to handle the line. Some Boston retailers assert that Kramer was told soon afterward that he could not carry the line after the spring season, and that Kramer went to the manufacturer in an effort to secure a reversal of the ruling of the representative of the house. The head of the firm, however, would not interfere, but the story is that the wholesaler purchased from the retailer all of the labels he had.

"Posner, of Boston, also had a like experience with a nationally advertised line, according to comment in the Boston market, while it was said that the National Retailers' Association may hear of similar complaints from New Albany, Ind., Cleveland, O., and New London, Conn."

While this Vogel-Kuppenheimer incident and these other cases just referred to do illuminate some of the difficulties that are often encountered in exclusive agency relations between manufacturer and dealer, they really do not solve anything. They do not show any new methods of how to handle these frequently met difficulties.

An occasional controversy of this kind seems to be inevitable where goods are sold through exclusive representatives. It appears to be an inherent weakness in this plan of selling that is bound to manifest itself once in a while. The writer believes, however, that many of these controversies could be avoided if there were a clear and definite understanding between the parties concerned in the agreement, which very often there is not.

There is a lack of frankness between them. Either the manufacturer does not tell the dealer all that he expects of him or the retailer accepts the proposition before he is fully satisfied with the terms. Often the manufacturer is so anxious to make a connection that he is not so careful as he should be, or else the retailer is more concerned with to-day's profits than with to-

morrow's policies. Let it be said, however, to the credit of both manufacturers and retailers that the vast majority of exclusive agency agreements are religiously protected and that when they are violated it is more often due to a misunderstanding of the terms than it is to bad faith.

### "Great Big Baked Potatoes" Stopped by War

The Northern Pacific Railway, through Hazen J. Titus, superintendent of the dining-car department, has announced that its famous "Great Big Baked Potato" will not be served on that road until the return of normal conditions after the war. No more potato souvenirs, also, will be issued. The sale of these souvenirs in the railroad's dining-cars was described in PRINTERS' INK for February 17, 1916.

In making the announcement the railroad reprints the appeal of President Wilson to conserve the food supply, and continues as follows:

"The Northern Pacific Railway hastens to co-operate with President Wilson.

"The war has brought about a general movement for economy in the use of all food supplies. All individuals should, therefore, be impressed with the necessity for conserving our nation's food supplies by restricting their home consumption of food.

"It is not generally understood, but will in the course of a little while be apparent to every patriotic American citizen that the conservation of all our resources will be necessary in order that we may do our part to insure the successful outcome of the great world conflict in which we are now engaged.

"Appreciating the fact that the popular service of the Great Big Baked Potato by the Northern Pacific Railway is a means of considerable waste, in some instances, that well-known service will be discontinued in the interests of the public, and be substituted by the service of more seasonable portions in any other manner of preparation desired than in the Great Big Baked Potato. It is only through the influence of war conditions that this is being done.

"In deciding upon this action we feel that we shall have the full co-operation of all of our friends and patrons and that we shall continue to have their hearty co-operation and support."

### Ad Men's Company in Missouri Guard Regiment

J. F. Oberwinder, of the D'Arcy Advertising Company, St. Louis, and general director of the St. Louis convention of the A. A. C. of W., is captain of Company K in the new Fifth Missouri Regiment. Enlistments are being secured from advertising men, and Captain Oberwinder hopes to make it an "admen's company."

# One-Cent Letter People Fly Their True Colors

The Real Aim of the Association Disclosed in Its Latest Circulars

**O**NE-CENT letter postage is dead, but the "National One-Cent Letter Postage Association" still lives.

The war and the necessity for increasing the Government revenues, of course, puts into the far distant future any thought of a reduction in postal rates for any class of matter. It is much more likely that letter rates will be increased to three cents than that they will be reduced to one cent. So it might reasonably be expected that the "National One-Cent Letter Postage Association"—the very name of which now becomes a joke—would hang up the blinds and go home.

Not so. Driven into a corner by the new conditions confronting the country, the officers of this interesting association at last drop the mask and come frankly out with a statement of their real purpose, namely, to "get" the periodical publishers of the country. An appeal has been issued to members urging them to bring pressure to bear upon members of Congress to increase the second-class postal rates. The text of this appeal follows:

## TO OUR MEMBERS,

### GENTLEMEN:

On the back of this letter you will find copies of Bills that Hon. John A. Moon, Chairman of House Postal Committee, and Hon. Thomas W. Hardwick, Member of Senate Postal Committee, have introduced in the House and Senate.

The Bills are strong for four reasons.

1. They will be Revenue producers, so the argument cannot be made that we should not ask for the changes on account of the war.

2. They do not advance the rate on reading matter, and that blocks any argument that periodicals should have rates far below cost on account of their educational value.

3. They do not advance mailing rates of newspapers, and that fact will probably bring many of them to our support.

4. They conform to the recommendations of the Postmaster General as shown in his latest report.

Will you please write, and will you have employees and friends write to your Senators and Representatives in the House as per forms attached, ad-

ressing them at Washington, D. C.

Do not let publishers make you Congressmen believe that their annual graft of \$80,000,000 should be continued.

Please insist on a reply to your letter stating whether they will support these bills or not, and kindly mail us their replies and oblige.

Very sincerely,  
NATIONAL ONE CENT LETTER POSTAGE  
ASSOCIATION,  
GEORGE T. MCINTOSH,  
Secretary-Treasurer.

HON. \_\_\_\_\_  
Washington, D. C.

DEAR SENATOR:

We understand that Senator Hardwick, of Georgia, has introduced a Bill providing for revision of our postal rates upon a plan that will increase the revenue of the Department. We feel that in justice to your constituents, who are paying the Government a profit on their letter postage of 100 per cent., you should support this Bill.

The Bill asks that periodical publishers shall pay the Department a small proportion of the cost of distributing the advertising matter in their periodicals.

Will you kindly advise us if you will support this legislation if reported on favorably by the Senate Postal Committee?

Yours very truly,

## Bank Offers Flags for New Accounts

During April more than 3,000 new accounts were secured by the Third National Bank of St. Louis as a result of advertising that a United States flag and flag staff would be given new depositors who placed a minimum of \$30 with the bank. The initial deposits averaged \$140.

## E. E. Sterns With Poster Advertising Company

Edwin E. Sterns, formerly advertising manager of the General Film Co. and before that with the Frank Presbrey Co., has joined the Poster Advertising Company, New York.

## Ralph Kaye With Kissel Car

Ralph Kaye, of the Otto J. Koch Advertising Agency, Milwaukee, has been placed in charge of the advertising and publicity department of the Kissel Motor Car Company, Hartford, Wis.

Farm Implement News, Chicago, has opened a Detroit office, in charge of Albert Strittmatter.

# Engineers Are Builders of Business

The more or less general conception of the engineer as a man constantly engaged in figuring stresses and strains and poring over a design on a draughting board is just about as accurate as the general conception of the advertising man which typifies him as one whose eternal effort is the writing of "clever phrases" and the designing of "catchy" illustrations.

Mathematics and drawings are important factors in the business of engineering just as copy and illustrations are important factors in the business of advertising. But these factors are *not* the "be-all and end-all" of either the engineering or the advertising business.

Engineering imagination created the Panama Canal and in doing that absorbed hundreds of millions of dollars worth of manufactured products of the United States.

Engineering imagination has evolved our great systems of distribution of electrical energy and water supply, of sewage and garbage disposal, of street paving and roadmaking.

And in doing these things it has not only developed enormous markets for existing manufacturers but has literally created new industries.

And the end is not yet.

## McGraw-Hill Publications

*Serve a Buying Power Aggregating Billions of Dollars Annually*

<i>Power</i>	<i>Coal Age</i>	<i>The Contractor</i>
<i>Electrical World</i>	<i>American Machinist</i>	<i>Engineering News-Record</i>
<i>Electric Railway Journal</i>		<i>Electrical Merchandising</i>
<i>Engineering and Mining Journal</i>		<i>Metallurgical and Chemical Engineering</i>

*All Members of Audit Bureau of Circulations*

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**GOOD HOUSEKEEPING** — *An Institution*

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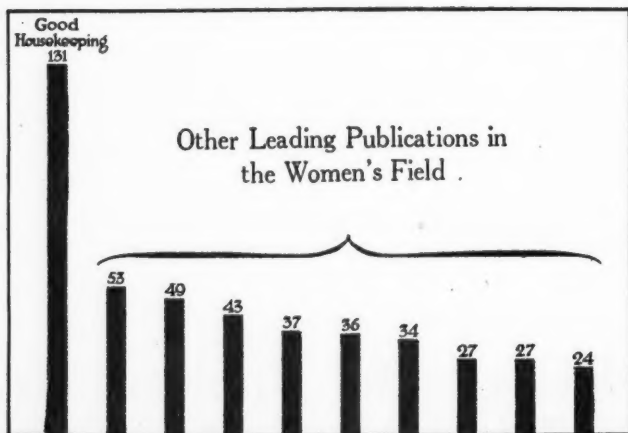
## VI.

**Ideas and Ideals Applied to Household Devices**

**T**HE need for authoritative standards in household appliances is unquestionably greater than in any other class of merchandise.

Scores of manufacturers consider that the entire industry owes much of its strength, efficiency and progress to the standards set by Good Housekeeping.

Recognition of this service is no more convincingly shown than in the constant practical application of Good Housekeeping's



Number of accounts of household appliances (including electrical goods) carried by the leading women's publications.

(Compiled from records of Publishers' Information Bureau)

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principles by housewives and by retailers, in their selection and purchase of devices for the home.

Ask some of the largest manufacturers what the service of Good Housekeeping Institute has contributed to the efficiency of their products and to the increase of their sales. You will understand, then, something of the ideas and the ideals that have made Good Housekeeping the acknowledged authority in this field.

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**Household Appliances Advertised  
in Good Housekeeping  
during 1916**

	Accounts
Vacuum Cleaners . . .	12
Fireless Cookers . . .	4
Cooking Utensils . . .	13
Refrigerators . . . .	6
Mops and Dusters . . .	4
Laundry Equipment . .	10
Electrical Goods . . .	17
Heating and Lighting .	18
Other Household Devices . . . . .	47
	<hr/> 131

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Good Housekeeping's position in number of accounts and in volume of lines in the class of household appliances, affords its own comment upon the advertiser's estimate of its worth.

Significant as Good Housekeeping's service is, in the field of household devices, it is but typical of the broader service that has made every department indispensable—to reader and to manufacturer.

## GOOD HOUSEKEEPING

119 WEST FORTIETH STREET, NEW YORK



## NEW YORK TRIBUNE'S GAIN FOR FIRST FOUR MONTHS OF 1917

A large, stylized graphic of the number 3355. The digits are thick, outlined, and filled with a cross-hatch pattern. They are arranged in a slightly overlapping, three-dimensional style.

THE first four months of 1917 have brought The New York Tribune a gain of 369,569 lines of advertising. These figures represent 26% increase over 1916—a greater percentage of gain than that of any other New York newspaper.

The Tribune is second in volume of lineage gained by morning newspapers; third in volume of both morning and evening papers. The first newspapers (World and Telegram) depend chiefly for their gains upon their classified columns.

Incidentally, it is worth noting that The Tribune is the only New York morning paper to gain consistently during this period for each of the past three years. In fact, the 1917 total of 1,754,068 lines more than doubles the amount carried the first four months of 1914. The Tribune's steady advance is striking tribute to the soundness of its policy of accepting clean and truthful advertising only.

Far sighted advertisers are carrying out the program stated by H. C. Brown, of the Victor Talking Machine Co. at the recent meeting of the A. N. P. A.—“For every \$1,000 worth of dishonest or misleading advertisements you throw out, \$10,000 will come back.

An advertisement is known by the company it keeps, and on that company depends much of its productiveness. You have 100% opportunity in The New York Tribune.

## New York Tribune

*First to Last—the Truth:*

*News—Editorials—Advertisements*

A large, stylized graphic of the number 174068. The digits are thick, outlined, and filled with a cross-hatch pattern. They are arranged in a slightly overlapping, three-dimensional style.

NEW YORK TRIBUNE'S VOLUME FOR FIRST FOUR MONTHS OF 1917

# What Is and Is Not Productive Advertising for War Service

English Experiences Point the Way to Ways United States May Follow

By Thomas Russell

London, Eng., Correspondent of **PRINTERS' INK**. Licensed by Chief Postal Censor, War Office, London.

A FAMOUS historic phrase about calling in the New World to redress the balance of the Old is recalled by the intervention of America on the side of civilization in this war. Some account of the way in which advertising has been employed to aid the prosecution of the war has already appeared in **PRINTERS' INK**. But now that the United States is a belligerent, and may very well have occasion to face some problems which public advertising has solved for the British Government, some more details may be tolerated. If I pause for a couple of sentences to mention the enthusiasm with which the President's noble words to the Senate were read in Great Britain a few days ago, it is only because more than half a lifetime's constant intimacy with Americans has made me regard any and all of them as my personal friends. It would be too much to expect me to refrain from this opportunity of welcoming them as allies.

Some such digression was unavoidable. And just because American institutions and ideals are so much like our own, it is likely that certain methods used in Great

Britain will appeal equally to Americans. From the very beginning of the struggle, the Government has had to get into touch with public opinion, to appeal to the people to co-operate with their rulers, and to educate public opinion on details of conduct. The mode of communication used has been advertising—chiefly by means of posters and newspaper announcements, but also by pamphlets and handbills. The efficiency of advertising as an implement in the business of

procuring voluntary action by the people was swiftly demonstrated, and the government never hesitated to use it on a liberal scale. Professional advertising men were almost always called in to conduct it. The latest in a considerable succession of these is Paul E. Derrick, an American who has been an advertising agent in London for many years, and is in charge of the National Service advertising, of which some account is given below.

There is no need to repeat the history of the advertising for recruits, for which, from first to last, probably as much as a million dollars were paid to newspapers. The facts were described in



## Your King and Country need you.

WILL you answer your Country's Call? Each day is fraught with the gravest possibilities, and at this very moment the Empire is on the brink of the greatest War in the history of the world.

In this crisis your Country calls all her young unmarried men to rally round the Flag and enlist in the ranks of her Army.

If every patriotic young man answers her call, England and her Empire will emerge stronger and more united than ever.

If you are unmarried and between 18 and 30 years old, will you answer your Country's Call, and go to the nearest Recruiter—whose address you can get at any Post Office, and—

**Join the Army To-day.**

THE FIRST ADVERTISEMENT FOR RECRUITS — PUBLISHED ONE DAY AFTER WAR WAS DECLARED



one of my earlier letters to PRINTERS' INK. Mr. Asquith and his colleagues needed no argument to point out to them the right implement for their needs. War was declared August 4, 1914. The first advertisement for recruits appeared on August 5. That would have been prompt even in America! Two things are worth mentioning. The first is that the name of Lord Kitchener was featured in the copy, and this had the unorthodox effect of giving to the first voluntary levies the name of "Kitchener's Army." Of course it wasn't Kitchener's; it was the King's. But everyone called it Kitchener's Army and it will always be remembered thus, because of the particular turn given to the copy—not because he instigated the advertising, because he did not. The fairy tales which have been told in the American press on this subject are—fairy tales. It was Colonel Seely, Lord Kitchener's predecessor at the War Office, who had accepted, long before there was any thought of war, the suggestion that the regular recruit-advertising which was always going on, year in and year out in peace-time, might with advantage be modernized. Advertising, if it has not made history, has at all events influenced the way in which history will be written. But it can be said to have made history, too.

A second noteworthy fact is that the newspaper advertising for recruits was all prepared without cost to the government. The committee which wrote the copy received no payment. The chairman of it was knighted and was

authorized to write a letter of thanks to the rest, and that is all that anyone made out of it.

It was soon found that people would respond easily enough to advertisements asking them to give or risk their lives; in fact, at the first recruits came in too fast to be altogether convenient. But the next advertising campaign, in which the public was asked not to spend money any

faster than was strictly necessary, proved much more difficult. Men would face the terrors and sacrifices of battle more readily than they would reduce their tailors' bills or insist on their wives keeping house more economically. There are three reasons for this. First, the finest and most conscientious men fit for service all obeyed the call of patriotism; so they were not at home to read and obey this advertising. Second, the demand for labor in munition-making had distributed wages among the working class on an unprecedented scale, and families that had never had enough food, clothes, furniture and relaxation sud-

denly found themselves in possession of sufficient money to pay for these things. Thirdly, the advertising was not so well done as the army advertising and it was unwisely given a negative turn. Moreover it was not done on any large scale, and the copy was rather tame. About the only newspaper advertisement with any "snap" in it was one which was headed with a cut of a girl in an expensive fur-coat and said (in part):

**BUYING THIS COAT HELPED THE GERMANS**

This Coat is made of material which

### 30,000 Women wanted at once

#### 3 Questions to the Women of England.

1. Do you realize that 30,000 women are urgently wanted for the National Filling Factories?
2. Do you realize that every woman who works in these factories is helping to win the War and to save the lives of our soldiers?
3. If you are not already engaged on Government Service, will you not come forward at once and take your part in this great National Work?

#### Brief Particulars.

No special training or skill is required.

Age: 18 to 40.

Hours: From 54 to 60 a week.

Average wages from 25s. to 30s. a week.

For those who cannot reach at home, a good number of lodgings is available.

#### Apply for full Particulars

to the Employment Exchange nearest your residence (address can be obtained at any Post Office).

AN ADVERTISEMENT WHICH OBTAINED 22,000 WOMEN WORKERS IN EIGHT DAYS

was brought from abroad. To encourage unnecessary imports is to play into the hands of the enemy.

This coat was designed, made up and sold after the material was imported. This meant an employment of skill and time and labour which should have been spent on work urgently needed to win the War. To demand personal service of this kind is to limit the equipment of the Navy and the Army and to imperil victory.

This coat cost £100. It gives comfort and pleasure to only one individual. If the money spent in buying it had been lent to the Nation it would have provided 100 soldiers with 160 rifle cartridges each, and thus have given them 16,000 chances of reducing the strength of the enemy.

*Help Your Country and  
Don't Help the Germans.*

If advertising of this kind is required in America, the better standard of comfort in America's working-class will protect them from failure through the second set of causes mentioned above, and the inefficiency of our negative advertising should serve as a warning and prevent failure due to the third cause.

Some of the best of this advertising took the form of booklets

and leaflets, containing economy hints, cook-books excluding imported food as much as possible, and suggestions on saving. The invention of Loan Certificates for small amounts helped to turn in some of this money to the War-chest, but the primary motive of the advertising was economy for economy's sake. The positive "hint books" did more good than the negative advertisements.

Although the Economy Advertising did not do all that it might have done, the fact that it was done at all with public money showed that the Government had a very robust faith in advertising.

To support the rate of exchange a plan was devised to place the Government in possession of securities which could be deposited as collateral for loans raised abroad—chiefly, of course, in America. Investors holding certain foreign bonds, of which lists were published, were invited to deposit the scrip and were given an extra one-half per cent over and above the inscribed interest.

# **The George L. Dyer Company 42 Broadway New York**



## **Newspaper, Magazine and Street Car Advertising**

### **Publicity and Merchandising Counsel**

To this appeal an enormous response was obtained, and although the deposit of bonds has now been made compulsory, fresh lists were published yesterday, newspaper advertising again being employed to notify their obligations to holders.

Of all the advertising used for War purposes, the War Loan stuff looked most sensational. I described this in *PRINTERS' INK* January 25, 1917.

Munition-making early required great supplies of labor, which were sought by means of large display advertising—easily the biggest "want-ads" on record. This work preceded the present National Service advertising and was less general. The Ministry of Munitions had taken control of hundreds of machine shops and other factories, and had distributed badges to the workmen, who were thus debarred from joining the army. But more men were wanted, and the advertising got them. So were more women. An advertisement asking 30,000 of them to volunteer for shell-filling—a job sufficiently alarming to the female mind—produced 22,000 willing women in eight days—a fine piece of advertising work. Presently it became necessary to classify all production according to whether it was or was not essential. Luxury trades had to give up their men if these men could do more useful work.

#### NATIONAL SERVICE ADVERTISING

Later, conscription so reduced really essential production, agriculture included, that a department of National Service had to be created. The idea was to enroll men, and women, too, who would be willing to undertake any work of which they were capable, and distribute them among the essential trades. The enrolment of women was put up to a small committee of ladies, who managed it most admirably. The general-enrolment plan, though it quickly brought in more than 250,000 men, worked less smoothly and was severely criticized, one London paper, the *Daily Chronicle*, refusing to insert National

Service advertisements which merely asked men to enroll, without particularizing the work required. Subsequently, specific appeals for workers in particular trades were advertised. They gained efficiency from the earlier advertising, just as a sales-campaign is often helped by previous educational advertising. It is hard work to induce people to give up their regular businesses and embark upon something new, from purely patriotic motives, lacking the obvious directness of military service. The early general appeals assisted to prepare public opinion.

Although Zeppelin raids have always been treated with great contempt by the public, many people took the precaution of insuring against damage to the private property which alone, so far as I know, has ever seriously suffered. Not as a war-measure, but merely to establish a fair and uniform rate, the Government advertised its willingness to insure all property against aircraft attack or bombardment, together or separately, employing insurance companies to write the policies. When the people saw how infinitesimally small was their risk, computed in shillings per hundred pounds at hazard, they despised the Zeppelins more than ever.

These are some ways in which advertising has been used here to help the war. Americans will hardly require to insure against Zeppelin raids, but the other British advertising experiences may be of use, and their publication in *PRINTERS' INK* will make them known in the right quarters.

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#### Newspaper Campaign for Meadow Gold

The Fox River Butter Company, distributor of Meadow Gold Butter, is planning a newspaper campaign in a list of selected cities in conjunction with its usual poster advertising.

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Harry W. Walker, for several years with the Hill Publishing Company, has been appointed business manager of the International Trade Press, Inc., Chicago.

# A New Wells Novel

Last year Collier's published serially "MR. BRITLING SEES IT THROUGH" by H. G. Wells — the biggest seller and most sensational novel of the year. Now comes

## "The Soul of a Bishop"

— the logical successor to "Mr. Britling," in which the Great War sweeps aside the debris of a dead church and fans the human smoulder to revolutionary flame.

Begins in the  
June 9th issue of

**Collier's**  
THE NATIONAL WEEKLY

This is just one example of the fiction which is supplementing editorials and special articles to make Collier's a dynamic force in American life, and one of the strongest of all national advertising mediums.





These are the five national stalwarts that carried the greatest volume of Paint and Varnish advertising last year—an indication of *accepted* values for manufacturers who have products to sell in the homes of comfort, cheerfulness and well-being.

(Publishers' Information Bureau authority for statement.)

# Christian



Paints and varnishes are bought by well-to-do families who are buyers of other things for the homes in which they take pride. If you have other products to sell these discriminating home owners, consider the judgment of the paint and varnish manufacturers when selecting *your* advertising media.

Herald

# 20 New National Advertisers Using HOME LIFE This Season:

In these days of *scientific selection* of media, rather than "space buying," HOME LIFE has been favored by the following accounts this season:

Am. Telephone & Telegraph Co.	Ho-Mayde Products Co.
Brunswick-Balke Collender Co.	Fulton Mfg. Co.
Bissell Carpet Sweeper Co.	Lewis Mfg. Co.—Bay City, Mich.
Bauer & Black	Quaker Oats
Coca-Cola	Hump Hair Pin
Columbia Graphophone Co.	National Biscuit Co.
O-Cedar Polish	Speedwell Auto Tires
Jiffy-Jell Dessert	Perfection Mfg. Co.
Jas. S. Kirk & Co.	Newcomb & Endicott
Eagle Lye Works	O. & W. Thum

Home Life in connection with Home Life Retailer  
covers the Small Town Field.

## HOME LIFE

NELSON AGARD, *Publisher*

GEO. F. HARTFORD, *Vice-Pres. and Adv. Director*

**"The Favorite Small Town and Rural Home Magazine"**

Member A. B. C.

PUBLICATION OFFICE AND PLANT  
J. E. FORD, *Western Adv. Manager*  
141 W. Ohio St., Chicago, Ill.  
Tel. Superior 3280

EASTERN OFFICE IN CHARGE  
A. J. WELLS, *Eastern Adv. Mgr.*  
1182 Broadway, New York, N. Y.  
Tel. Madison Sq. 7551

1,000,000 Monthly—\$3.50 per Line



# Using Old Friends to Win New Accounts

How One Sales Manager Met a Demand for Additional Business by Putting the Problem Up to the Old Customers of the House for Solution and Co-operation

By Earl D. Eddy

**M**ANUFACTURERS and wholesale distributors are sometimes slow to appreciate the degree of interest the dealer has in merchandise which has proved thoroughly meritorious. That it sells readily seems to be sufficient answer to their expectations. Thus only too frequently gold mines of good will remain undeveloped.

If you deliver an article to the retailer which proves a repeater and which is always found to be right in quality; if you show the proper sort of co-operative spirit by advertising your goods in a manner which creates positive, profitable, and active demand; if your policies with respect to adjustments and the handling of complaints are based upon justice and equity—you have created a friendliness on the part of your trade which but awaits the opportunity to serve you as only friends can.

A very successful sales manager of my acquaintance has used several methods by which he has been enabled to cash in on the good will developed by his house with the trade served. "Several years ago," he relates, "I came to the realization that we were not using to the best advantage the good will which our business reflected in the letters received from pleased and satisfied customers. Compliments had become such regular diet for us that we had overlooked what lay behind the friendly expressions of our trade. We had come to take praise of the line and the house as a matter of course—we made and sold good stuff, treated the trade fairly and squarely—therefore why should they not be pleased and occasionally so remark?

"My decision to try and find a way to make our good will worth real money and cashable was perhaps hastened by a suggestion from our board of directors that business conditions evidently entitled us to an extra hundred-thousand-dollar business over and above the amount we had originally set for the year—this because times proved so much more favorable than we had anticipated when the quotas were set for the season. This seemed quite reasonable to me, but ways and means to bring such a result about had to be worked out on short notice and with a reasonable certainty of success. Something different must needs be evolved for the wished-for result to be attained; a plan which would bring orders from new trade as well as old friends.

SIGNATURE INDIVIDUALIZED BY  
GREEN INK

"Every business," he continued, "has its own peculiarities, and the plan I used with such great success would have to be redrawn to fit the requirements of others—in its essentials, however, it should be readily applicable to any line where distribution is had through retail channels and where the primary elements necessary to the development of good will are observed.

"Through years of correspondence and as a result of trips with our men in their territories, I had come to know hundreds of our customers, and for this reason I determined upon something in the nature of a personal campaign for business. I had sought to make the trade feel that there was one certain individual at headquarters who was always

looking out for their interest. There are quite a few houses about the country which have lost sight of the value of a personal signature under the name of the firm. Others divide the country up among a number of sales divisions so that the personal touch may not be lost.

"The cold typewritten signature giving merely the name of the firm with perhaps 'Sales Department' added beneath does not seem nearly so cordial to the customer as does the letter which shows a definite personality by virtue of the name signed thereto. In pursuance of this thought I individualized my signature by using green ink. This little stunt became so well known that when our salesmen had occasion to mention my name to the customer I was frequently identified by the description 'the man who signs his name with green ink.' A little thing, perhaps, but it served to identify someone at headquarters whom the customers felt they knew. I therefore had good reason to believe that I could talk to a large body of our trade upon a 'man-to-man' basis, thus winning a larger measure of co-operation than I might if I relied wholly upon the cold argument of good goods and service. I felt certain that I could approach these men by mail, telling them that I had been called upon to develop an additional volume of business and that in consideration of long acquaintance, satisfactory goods and service, as well as fair dealing, I anticipated their willingness to assist me to bring about the desired result.

"As is generally the custom, 'we' is used in our correspondence when discussing the firm's business, but since this was to be a personal matter between friends 'I' seemed to be preferable in this case. I wished my friends among the trade to feel that sense of personal interest in my project—that they had been called into counsel, as it were, and that their earnest co-operation was quite essential.

"The nature of our business naturally lends itself to the exclusive agency plan of operation.

Towns of a few hundred or perhaps several thousand have proved better fields for us than the larger cities. In laying out the campaign I indicated upon our map-and-tack system those points which were apparently of the proper size, location, and character for us, and were without agency arrangements for our products. The towns were listed on cards and the well-rated merchants noted thereon. Then, upon the same cards were placed the names of the agency points located nearest thereto, together with the names of our agency accounts in such towns. Thus each card showed a town where we should be doing business, together with a choice of any one of several dealers with whom we would be glad to do business—and right at hand for ready reference, the names of our friends in the immediate vicinity.

#### FRANK APPEAL FOR DEALERS' ASSISTANCE

"The formulation of the letter called for something, different from the ordinary run. Originality in arrangement was desirable in order that attention might be immediately attracted. Ease in making reply was an essential. The letter had to be interesting from the jump. It was desired that the reply indicate the name or names of the most desirable accounts at perhaps several neighboring towns. In a large number of cases I already had this information available from salesmen's reports, but I was seeking to arouse the interest of our agencies in my problem of showing a special increase of \$100,000 in sales. Here is the letter which did the work:

DEAR SIR:

It has been put up to me to find \$100,000 in new business before the end of the current year. I have just finished a careful survey of our territories and can see a way where, with the help of some of my good friends among our trade the desired end can be accomplished. My several years' business relations with you encourage me in believing that I can count on your full co-operation in such a campaign. May I, therefore, ask that you indicate by a check-mark opposite their names, those dealers listed below whom

## Three great features in this week's Leslie's



*Burning the Imperial Emblems in Palace Grounds.*

*The inside, uncensored story of what REALLY happened in the bloody days of the revolution in Russia—with photographs.*

—the insidious attempt by the Monarchy to incite extreme violence, so as to excuse a separate peace with Germany

—the wholesale slaughter of the populace by the police

—the unexpected revolt of the Cossacks, on the side of the people, against the police

—the killing of 5,000 army officers and police, by the rebelling peasants and soldiers.

*What America must do to make victory certain—The possibility of Germany's winning, — by Sydney Brooks.*

*The traveling salesman who became president of the world's greatest copper company—the 42d of B. C. Forbes' great series on "Men Who Are Making America."*

# Leslie's

*Illustrated Weekly Newspaper  
Established in 1855*

410,000 net paid

## *Why Some Paper Costs More Than You Pay For It*

We once knew an advertiser who seldom placed a paper order without shopping all over town. He thought he was saving money.

Recently he placed his paper requirements in our hands. The other day we were able to suggest a catalogue paper that will save him more in a month than he would save in two years by the old shopping plan.

Our business has been built up by rendering this kind of a service to advertisers, printers, publishers and mail order houses. There is a Bermingham and Seaman office in every advertising center, and in every office you will find paper experts who *know* paper.

In buying paper, it isn't so much what you pay per pound, as what you get for your money that counts.

### **BERMINGHAM & SEAMAN CO.**

*Paper Manufacturers*

#### **Chicago**

Continental-Commercial  
Bank Building

#### **New York**

Fifth Avenue Building  
200 Fifth Ave.

St. Louis   Minneapolis   Buffalo   Philadelphia   Milwaukee   Detroit

you believe would be able to handle our agency as it should be handled? Being neighboring towns, you, perhaps, count some of these men as personal friends. I shall infer that your return of this letter in the enclosed stamped envelope carries with it your permission to use you as a reference—indeed, I may later ask you to write or 'phone some of these dealers in our behalf. Any advice which you may offer or suggestions as to other dealers will be highly appreciated. Thanking you in advance for your courtesy in this matter, etc.

*Paullina, Ia.:*

Ed. Bachman,  
Farmers' Union,  
Schaefer & Livingston,  
A. A. Stoeltling.

*Sutherland, Ia.:*

W. A. Plager,  
A. E. Schultz,  
Sutherland Co-Op. Co.

*Larrabee, Ia.:*

Farmers' Co-operative Store,  
L. E. Jacobsen.

"The form of the letter itself (with the names listed at the right of the letter) differed quite materially from the conventional business letter. This served to attract attention. The personal appeal had a great deal to do with the results. The stamped envelope was also a factor. In almost every instance the replies came back by return mail, many adding cordial approval of the idea and volunteering whatever assistance the situation seemed to require.

"When the replies were all in I had close to a thousand new accounts whom I could approach with the statement that dealers in neighboring towns had suggested their selection as agencies for our products. I could also express by inference that our goods and business methods had given complete satisfaction to the merchants who had advised us as to the preferable accounts at nearby points. Accompanying this letter to the prospect a sample of our leading item was sent under the parcel post regulation which permits first-class mail to be attached to packages; thus insuring the simultaneous arrival of both letter and package.

"Being satisfied that the old customers who had made this scheme possible of success would like to know of its progress I arranged to have them sent carbon

copies of my letters to the dealers they had recommended. At the same time I wrote our old friends that a letter direct from them to the merchants we were trying to interest would help immensely—and in the hope they might agree with my suggestion I enclosed stamps to be used on any such letters. This was asking a good deal of busy men, and I left the proposition very much to the good nature of the dealers concerned. I was astonished at the results. Fully 85 per cent wrote the letters I had expressed a wish for, and, indeed, in a number of cases they used the 'phone in our behalf. In two instances dealers took time away from their business to accompany our salesmen to the neighboring town to help in the good work.

"You will, of course, appreciate the fact that the campaign was spread over a period of some weeks. It had to be co-ordinated with the movements of the salesmen in the territories involved. Care was taken to have the salesman appear on the scene within two or three days after the prospect had received our letter. The uniqueness of our method of approach—the sample accompanying the letter—usually impressed itself strongly upon the merchant's mind, and, as a rule, examination had been made of the quality of the product, so that a favorable impression had been created by the merchandise itself. Then in most cases the personal letter from the nearby merchant came along the next day, so that our salesman had the way well paved for him and had far less resistance to overcome.

"The test of any plan is in its success. It would be difficult to figure in dollars the volume of business which resulted from this little scheme of mine, but I know that it was of huge aid in bringing about the desired result. Fully 500 new accounts appeared on our books at the end of the period during which this plan was being worked out, and since fully 95 per cent of them are still with us, I should say that the plan was based upon a solid foundation."

# Rechristens Familiar Product to Broaden Its Market

United States Rubber Company Starts Another Advertising Leader by Putting the Name Keds on Canvas Footwear

THE United States Rubber Company is starting a strong campaign to give a name to an old family of footwear that has heretofore been getting along without any distinguishing cognomen. The name is "Keds" and it has been coined for the special purpose of giving an identity to this anonymous class of shoes.

Perhaps "anonymous" is not the right word. Maybe "polynome," meaning many names, would be better, for the product is variously known. The family referred to is that broad class of rubber-soled canvas-top shoes for outing or summer wear, called Plimsoll's or sand shoes in England, known as sneakers in northern United States, and as something else down South. The trade name for them is "tennis shoes." This name is very misleading, because only a small percentage of these shoes are used for tennis playing. The false name, itself, put a limitation on the market and undoubtedly had some influence in holding back the sale.

In putting its own name on this class of footwear, the United States Rubber Company is capitalizing the situation by obtaining a sort of advertising pre-emption to the field. The company selected the name with a great deal of care. It wanted, of course, a word that could be registered and that could not be easily imitated. It preferred a monosyllabic word that "looked" interesting

and of the kind that would be likely to stick in the memory. Finally "Keds" was picked as having all the necessary earmarks.

The word is being given wide currency in a large list of national publications. Big, commanding space is used. It is planned to advertise the name so strongly that in the mind of the public it will come to be regarded as synonymous with the class of shoes it represents.

Though getting the word "Keds" across is the outstanding feature of the campaign, after all it is only an incidental part of it. The primary purpose of the advertising is to sell the shoes. Already there exists a large demand for



## Keds

Make Their First Bow to You

THEY live to your—discreetly well-dressed American woman! It is a new name—one which we will make a word your whole to remember. In your mind we would have you confidently associate the name Keds with all that is fine in workmanship and all that is graceful in shoes.

Keds for you will cover all daytime occasions—home, work, golf, tennis and all other outdoor games, for ordinary walking or "hikes" for yachting and riding wear; and shoes of active style just as perfectly suitable for wear with morning frocks and distinctive house gowns, as home or on the country-club park.

The travel many miles a day—the women going about her household duties, but she is perfectly content to walk on that journey of loving service when she wears a shoe as pretty as it

is comfortable. These trim Keds run up excellence in their flexibility, durability and delightful comfort—qualities very desirable to active feet.

The type of Keds are of the finest and finest of cool canvas, giving them almost full shoe support. They have rubber sole which make them delightfully flexible and durable. No shoes are more comfortable as present for warm-weather wear.

Ask at your shoe shop to be shown Keds. They mean style, service and economy for all the family—every for husband and ladies included.

TRIGGS are all famous which we must now to appreciate, but, in addition to these prices, we want you to know that we have secured the lines of the greatest shoe critics, so that we might combine discretion with practicability. Today we are proud to bring every woman to meet any one of these brands of Keds. Ask for sizes by these names, according to the price you wish to pay.

From \$1.50	\$1.25	\$1.00
to \$1.50	to \$1.50	to \$1.50
Keds	Keds	Keds

Each price is for one pair of shoes, including the cost of the shoe and the cost of the shoe.

United States Rubber Company  
New York

THE BRAND NAMES, AND PRICES, ARE FEATURED IN THE ADVERTISING OF "KEDS"



St. Louis Extends the Glad Hand  
13th Annual Convention A. A. C. of W.  
June 3-7



## Again The Star Doubles the Gain of Any Other St. Louis Daily Newspaper

During April The Star, in comparison with the same month last year, led every other St. Louis daily newspaper with a gain of 354 columns of paid advertising.

This is greater than the COMBINED gains of any two other St. Louis daily newspapers, and within a few columns of the COMBINED gains of the Post-Dispatch, the Globe-Democrat and the Republic. The Times lost 61 columns during the same period.

For NINE consecutive months The Star has carried more Local Display advertising week days than the Globe-Democrat, the Republic or the Times.

Net Paid Circulation for April

# 110,042

83% St. Louis and Suburban

This is a greater circulation in the St. Louis and suburban area designated by the Audit Bureau of Circulations than that of the Globe-Democrat, the Republic or the Times.

## THE ST. LOUIS STAR

Member Audit Bureau of Circulations

STAR BUILDING

STAR SQUARE

ST. LOUIS, MO.

FOREIGN ADVERTISING REPRESENTATIVES

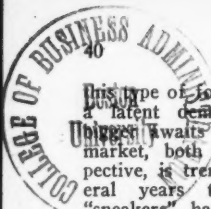
### STORY, BROOKS & FINLEY

CHICAGO  
Peoples Gas Bldg.

PHILADELPHIA  
Mutual Life Bldg.

NEW YORK  
Fifth Ave. Bldg.





## PRINTERS' INK

This type of footwear, and besides a latent demand that is even waiting for development. The market, both present and prospective, is tremendous. For several years the popularity of "sneakers" has been in the ascendancy. More and more people have been wearing them each year. The present critical situation with regard to leather shoes, makes the opportunity for "Keds" all the greater. Good leather footwear is now so high-priced that many persons can ill afford to buy it. They are looking for something

wear them on all sorts of occasions without violating the conventionalities. It also has to show that "Keds" are available in kinds to suit every taste and at various prices, and for men, women and children. This is the way it is put in the advertisements:

"Whether your fancy runs toward hiking, golfing, canoeing, yachting, motor boating, tennis, dancing or innumerable other pastimes, there's a style of Keds made to meet your needs and made with comfort, durability and

distinctive appearance in mind. Keds are equally desirable for home and office wear."

In another piece of copy the story is told in this fashion:

"Keds are vogue—they are worn by particular dressers at all the smart places—they add a refreshing grace to the dainty feet of society women—they give substantial wear with good looks and solid comfort to business men—for children they are next to going 'barefoot.'"

Style, economy, availability for all uses and comfort are the appeals that are emphasized throughout the series. The new name has been attached to three of the rubber company's trade-marks—Champion, Campfire and National, each representing a different grade. The word "Keds" is cut in the sole of each shoe.

This energetic campaign on "Keds" brings up a question that has been asked many times: How does a concern such as the United States Rubber Company, with its hundreds of products, dozens of factories and many associated companies, determine what it shall advertise? The job is not dissimilar to that of the advertising



# Raynster

New York City, N. Y.



Look for this label on your coat



A Name That Establishes a New Standard of Value For Weatherproof Garments.

FROM this day on, wherever you live, whatever your occupation and needs, and whatever you want to pay, you will be absolutely sure to get a rain or storm coat of dependable quality—a standard money's worth—if you get a Raynster. There is a Raynster for everybody—for men, women, boys, girls.

Of heavy rubber, black or tan, leather-look, in many models for the farmer, hunter, polo-man and other outdoor men's hard work requires men's clothes. Of smart, dressy "CRAVETTE" PROOF D suits in a multitude of weights and weaves, conservatively tailored, for every business man and every woman. Of dapper materials, modishly cut in styles for little girls and big girls and their mothers.

There are Raynster single or double-breasted models in a wide variety. There are heavy strong Raynsters for boat, rough wear. And there is the Krapp-hose, smartly modeled after the trench coat of the English officer, for the chap who dresses with a bit of dash.

In appearance they are all different, but in honesty of value, material and workmanship they are all alike. Each of every Raynster are the reputation, business and resources of the United States Rubber Company, the largest manufacturer of rubber goods.

You should be able to get a Raynster from a dealer in your community. Look for the mark showing the Raynster sign in the window. Look for the Raynster label, it bears the house mark of a great company. If you do not exactly find a store that can supply you, write us at the address below, mentioning your exact size, and we will see that you get a Raynster.






**United States Rubber Company**  
(Clothing Division) New York

HOW "RAYNSTER" IS BEING ESTABLISHED IN THE ADVERTISING

to take its place, and are willing to give canvas shoes a trial, even though in normal times they would not have been interested in this class of footwear. If there is such a thing as the psychological moment, this advertising of the United States Rubber Company is certainly appearing at that moment.

What the copy has to accomplish is to show that "Keds" are in vogue and that a person can

# Circulation GAINS in Baltimore

Appended below are the circulation figures of the various Baltimore papers as submitted to the United States Government for six months ending April 1st, 1917:

## NEWS—Evening—

April 1, 1917 - - **84,012** (News—evening—shows gain of 10,195 copies from Oct. 1, 1916 to April 1, 1917.)

## SUN—Morning—

April 1, 1917 - - **102,577** (Morning Sun shows *loss* of 305 copies from Oct. 1, 1916 to April 1, 1917.)

## AMERICAN—Morning—

April 1, 1917 - - - **78,123** (American shows *loss* of 1994 copies from Oct. 1, 1916 to April 1, 1917.)

## SUN—Evening—

April 1, 1917 - - - **63,688** (Evening Sun shows gain of 3,129 copies from Oct. 1, 1916 to April 1, 1917.)

## STAR—Evening—

April 1, 1917 - - - **43,848** (Star shows a gain of 319 copies from Oct. 1, 1916 to April 1, 1917.)

The gain in circulation of THE BALTIMORE NEWS for the period above named is more than double the combined gain of all other Baltimore daily newspapers.

The present circulation of THE BALTIMORE NEWS is the greatest in its history. The net paid daily circulation for April, 1917, is over 25,000 greater than the same month last year. Advertisers are naturally interested in a newspaper with a growing circulation. *Watch the next A. B. C. report on Baltimore for revised figures on the local situation.*

*For Better Business in Baltimore Concentrate In*

# The Baltimore News

**Net Daily Circulation April, 1917, 99,942**

**GAIN over April, 1916, over 25,000**

**DAN A. CARROLL**  
Special Representative  
Tribune Building  
New York

**J. E. LUTZ**  
Special Representative  
First Nat'l Bank Bldg.  
Chicago

# 100, 723

Lines of Automobile Advertising  
Were Printed in the

## CHICAGO EVENING AMERICAN

During the First Four Months of 1917.

### PERCENTAGE OF GAIN OF CHICAGO EVENING PAPERS:

(Over Same Period, 1916)

	4 months	April
CHICAGO EVENING AMERICAN	70%	76%
NEXT EVENING PAPER.....	54%	19%
NEXT EVENING PAPER.....	30%	*16%
NEXT EVENING PAPER.....	19%	*6%
		<sup>*</sup> Loss

The gains of the Chicago morning papers were from 37% to 41% for the 4 months and from 4% to 24% for April.

A principal reason for the AMERICAN'S  
gain appears on the opposite page.

## CHICAGO EVENING AMERICAN

Member Audit Bureau of Circulations.

**428,  
951**

Was the Average Daily Net  
Paid Circulation of the

# **CHICAGO EVENING AMERICAN**

for the Month of April, 1917

This circulation represents one of the greatest business-day mediums between the general advertiser and the Great Central Market. Every advertising plan that seeks to quickly and economically *secure* this market will follow the AMERICAN into the home!

Eastern Office, 2 Columbus Circle, New York City.  
Central Office, 406 Hearst Building, Chicago, Ill.  
Pacific Coast Office, Examiner Building, San Francisco.

**CHICAGO EVENING AMERICAN**

Member Audit Bureau of Circulations.



## Do Men Read Evening Papers?

Once in a while someone asks "Do men read evening newspapers?"

They certainly do.

The live, progressive man—the man who has the money and the inclination to buy advertised goods—does not wait until the next morning to read the stock quotations or to find out who won the ball game. He buys an *evening* paper and he *reads* it thoroughly from the latest War news (most of the War news appears first in the evening paper) on the front page to the "Comics" on the back page.

Chicago men have the reputation of being live and progressive, and Chicago also has the reputation of having three of the largest and most progressive men's clothing stores in the country.\* These clothing stores know how to reach the live, progressive men of Chicago. They have long since discovered that the most efficient way to sell goods to Chicago men is to advertise in *The Daily News*. So these stores have for years bought more space in *The Daily News* *six days a week* than in any other Chicago newspaper *in seven days*.

The national advertiser who wants to reach the live, progressive men of Chicago will do well to follow the example of these big, successful clothing stores.

\* The Hub (Henry C. Lytton & Sons).

\* Maurice L. Rothschild.

\* Marshall Field & Co.'s Store for Men.

## The Chicago Daily News

Over 425,000 Daily.

"It Covers Chicago."

manager of a department store who also has a vast quantity of products to tell the public about and who has to deal with different factories, in the form of separate departments. Of course the simile could not be carried too far, as it is quite obvious that in many respects there is no comparison between the advertising activities of a store and a giant manufacturing organization. The store advertises all its departments and sooner or later practically everything that it sells will get space in its advertisements. It is apparent that the rubber company could not advertise nationally each of its multitude of products. Some of its products, such as automobile tires, are advertised vigorously all the time, and other things that it manufactures are advertised seasonally. Most of the products, however, do not get individual representation in the company's advertisements. The institutional advertising, which has already been described in *PRINTERS' INK*, ties up these unadvertised goods with the reputation of the company and with all of its promotional activities. The sales opportunities, which a product appears to have, is the fact that determines its right to be advertised.

Rinex is a good illustration. When this composition sole was brought out and it was seen that there was a big field for it, the advertising was started and has been kept up ever since. The advertising of "Keds" is another illustration. Different factories of the concern had been making these shoes, but now the time has come to give them a standing before the public.

The company also recognized a teeming opportunity in the raincoat field. Seeing that there is a great chance for trade-marked advertised brands in this line, the campaign on Raynster was started recently. This promises to become another of the organization's advertising leaders. In a word, the United States Rubber Company advertises to keep all its products identified with the institution, to open up demand for new

goods and to establish them in popular favor, to give a position of dominance to well-established articles and to bring merchandising orderliness out of hodge-podge selling conditions wherever they may exist in the field of any of its lines.

## Good Copy, But Poor After Effort

F. S. ROYSTER GUANO COMPANY  
BALTIMORE, Md., April 26, 1917.

Editor of *PRINTERS' INK*:

Does it pay to buy a full page in a magazine and then maintain a poor Correspondence Department?

The writer has often noted an advertisement in a fashion magazine for a costume jeweler of Providence, R. I., and last Christmas, being in the market for a bracelet or some other piece of jewelry, he remembered this advertisement, hunted it up in a magazine and wrote to them, asking if they handled bracelets and to kindly give him the address of a store located in his city who handled their line.

Much to my surprise I received the following letter:

"Dear Sir:

"We do not handle or make bracelets; only rings."

Does any good business man think that letter would help to build a business? Which would be better, to spend just a few dollars less in advertising space and a few dollars more on a high-class sales-promotion plan, or just go on in the same old way, hoping that the reader of the advertisement would spend his time and money hunting out this costume jewelry?

The man who was trained to make sales would never have let that letter go out that way. There I was a prospect, and instead of the firm, or the one who handled such matters, seeing that, while I wanted a bracelet, I might buy a ring or some other piece of jewelry and, if not at that time, some other time, and with that point in view, sowing seed that would perchance grow into a desire to reap a sale—they as much as said—if you want to buy our goods, go hunt them up or leave them alone.

Frankly, I wanted to write to them and ask them if they thought they were under the impression they were increasing the sales of their jewelry in this manner, but I let it go and bought a ring, but not of costume jewelry.

Last night I picked up the periodical—there stood the same full-page advertisement, and it is a good ad, but I am still wondering if they are merely trying to spend their money in advertising or do they really want to increase their sales.

It would not be a bad idea for some person to suggest they start a good correspondent or sales department—it might pay.

Do you think so?

G. T. MILLER, JR.

## "Lincoln Highway Contest" for Salesmen Feature of Lucas Drive

### How Cities Were Divided Into Zones to Back Up Velvo-Tone Campaign

**W**HEN John Lucas & Co., Philadelphia paint manufacturers, decided last June to put Velvo-Tone, their new hand-rubbed-effect wood stain and finish, on the market they faced the task of achieving national distribution with a bound. With ordinary development the product would ultimately meet similar outputs of other manufacturers long before the Lucas company had educated the public and overcome the skepticism of the trade.

PRINTERS' INK presents herewith the story of how the Lucas company launched its campaign which, including try-out, is only eight months old, and which includes some 700 local newspaper concentrations of effort going on at all times.

The company had felt for several years that there was a latent demand for a dull finish. There had been much correspondence on the subject, and the sales force had been strongly recommending it as a result of inquiries through the trade.

Finally as a result of a meeting of the branch sales managers held in June of 1916, it was decided to put out such a product in a small way, and see what happened. The salesmen tried it out with color-card equipment, and asked for window

displays and other dealer helps. The company wished to confirm its own convictions still further, however, and in November inquiries were made among the most prominent of the country's furniture manufacturers as to what they regarded the most popular finish. Out of seventeen replies fifteen stated that the public wanted that dull finish which lies between the "flat" and the gloss, an effect obtained in practice by rubbing the gloss down by hand.


With this assurance the company started to work out its plans for introducing the new product.

A test campaign was opened in Philadelphia, following a sales convention. For a period of three weeks advertisements were inserted at intervals in the daily papers. Some of them were as small as one and two inches, and the total amount invested for them was \$100. But seventy dealers were stocked.

Then the real work began. The sales force was equipped with demonstrating cans, with panels, with reproductions of newspaper advertisements, with various display features and with window-display illustrations and plans.

## PAYING FOR ADS SELECTED BY DEALER

In advance of the salesmen there went out to the



## Give Your Woodwork the Same Rich Finish Your Furniture Has

**IT** can save thousands over lacquer, don't need as often as a cheap wash-dish soap on your woodwork, it can leave the same beautiful, rich velvet finish your furniture has—and at very little cost. **Lucas Varro-Tone Finish** is the answer. It's the same finish—on your picture frames, picture rails, baseboards, wood paneling, wood doors, wood windows and trimmings, rail, roof, balustrade, wood staircases, etc.—that gives your furniture that rich velvet finish so often so desired. Use it on all doors and sashes, too, on all furniture with the old lacquered and varnished, lightly scratched or the broken surfaces.

**Name:** *The varnish is sold by the name—Big Box, Little Box, 1/2 Pint, 1 Pint, 2 Pint, 4 Pint, 8 Pint, 16 Pint, 32 Pint, 64 Pint, 128 Pint, 256 Pint, 512 Pint, 1024 Pint, 2048 Pint, 4096 Pint, 8192 Pint, 16384 Pint, 32768 Pint, 65536 Pint, 131072 Pint, 262144 Pint, 524288 Pint, 1048576 Pint, 2097152 Pint, 4194304 Pint, 8388608 Pint, 16777216 Pint, 33554432 Pint, 67108864 Pint, 134217728 Pint, 268435456 Pint, 536870912 Pint, 1073741824 Pint, 2147483648 Pint, 4294967296 Pint, 8589934592 Pint, 17179869184 Pint, 34359738368 Pint, 68719476736 Pint, 137438953472 Pint, 274877906944 Pint, 549755813888 Pint, 1099511627776 Pint, 2199023255552 Pint, 4398046511104 Pint, 8796093022208 Pint, 17592186044416 Pint, 35184372088832 Pint, 70368744177664 Pint, 140737488355328 Pint, 281474976710656 Pint, 562949953421312 Pint, 1125899906842624 Pint, 2251799813685248 Pint, 4503599627370496 Pint, 9007199254740992 Pint, 18014398509481984 Pint, 36028797018963968 Pint, 72057594037927936 Pint, 144115188075855872 Pint, 288230376151711744 Pint, 576460752303423488 Pint, 1152921504606846976 Pint, 2305843009213693952 Pint, 4611686018427387904 Pint, 9223372036854775808 Pint, 18446744073709551616 Pint, 36893488147419103232 Pint, 73786976294838206464 Pint, 147573952589676412928 Pint, 295147905179352825856 Pint, 590295810358705651712 Pint, 1180591620717411303424 Pint, 2361183241434822606848 Pint, 4722366482869645213696 Pint, 9444732965739290427392 Pint, 18889465931478580854784 Pint, 37778931862957161709568 Pint, 75557863725914323419136 Pint, 151115727451828646838272 Pint, 302231454903657293676544 Pint, 604462909807314587353088 Pint, 1208925819614629174706176 Pint, 2417851639229258349412352 Pint, 4835703278458516698824704 Pint, 9671406556917033397649408 Pint, 19342813113834066795298816 Pint, 38685626227668133590597632 Pint, 77371252455336267181195264 Pint, 154742504910672534362390528 Pint, 309485009821345068724781056 Pint, 618970019642690137449562112 Pint, 1237940039285380274899124224 Pint, 2475880078570760549798248448 Pint, 4951760157141521099596496896 Pint, 9903520314283042199192993792 Pint, 19807040628566084398385987584 Pint, 39614081257132168796771975168 Pint, 79228162514264337593543950336 Pint, 158456325028528675187087900672 Pint, 316912650057057350374175801344 Pint, 633825300114114700748351602688 Pint, 1267650600228229401496703205376 Pint, 2535301200456458802993406410752 Pint, 5070602400912917605986812821504 Pint, 10141204801825835211973625643008 Pint, 20282409603651670423947251286016 Pint, 40564819207303340847894502572032 Pint, 81129638414606681695789005144064 Pint, 162259276829213363391578010288128 Pint, 324518553658426726783156020576256 Pint, 649037107316853453566312041152512 Pint, 1298074214633706907132624082305024 Pint, 2596148429267413814265248164610048 Pint, 5192296858534827628530496329220096 Pint, 10384593717069655257060992658440192 Pint, 20769187434139310514121985316880384 Pint, 41538374868278621028243970633760768 Pint, 83076749736557242056487941267521536 Pint, 166153499473114484112975882535043072 Pint, 332306998946228968225951765070086144 Pint, 664613997892457936451903530140172288 Pint, 1329227995784915872903807060280344576 Pint, 2658455991569831745807614120560689152 Pint, 5316911983139663491615228241121378304 Pint, 10633823966279326983230456482242756608 Pint, 21267647932558653966460912964485513216 Pint, 42535295865117307932921825928971026432 Pint, 85070591730234615865843651857942052864 Pint, 170141183460469231731687303715884105728 Pint, 340282366920938463463374607431768211456 Pint, 680564733841876926926749214863536422912 Pint, 1361129467683753853853498429727072845824 Pint, 2722258935367507707706996859454145691648 Pint, 5444517870735015415413993718908291383296 Pint, 10889035741470030830827987437816582766592 Pint, 21778071482940061661655974875633165533184 Pint, 43556142965880123323311949751266331066368 Pint, 87112285931760246646623899502532662132736 Pint, 174224571863520493293247799005065324265472 Pint, 348449143727040986586495598010130648530944 Pint, 696898287454081973172991196020261297061888 Pint, 1393796574908163946345982392040522594123776 Pint, 2787593149816327892691964784081045188247552 Pint, 5575186299632655785383929568162090376495104 Pint, 11150372599265311570767859136324180752990208 Pint, 22300745198530623141535718272648361505980416 Pint, 44601490397061246283071436545296723011960832 Pint, 89202980794122492566142873090593446023921664 Pint, 178405961588244985132285746181*

### GIVING DEALERS A SHARE IN LOCAL NEWSPAPER COPY



## In 1913

The Ledger's gross circulation was 64,000.

There was no Evening Ledger.

The rate for the Ledger was 20c per line:

## Today

The Ledger's combined circulation is more than 200,000 daily.

The rate is 30c per line.

Today the Ledger appeals to the same type of intelligent, thrifty Philadelphians that it reached in 1913.

But

—advertisers now reach three times as many readers through the Ledger—at an increase of only 10c per line!

# The Ledger

*Morning*

*Evening*

*Sunday*



**6,000,000**  
**Weekly Circulation**  
**Guaranteed**

## **100% Circulation**

Screen advertising is the only form of publicity that can make good its claim of one hundred per cent. circulation.

The number of paid admissions is the number that will see your advertising.

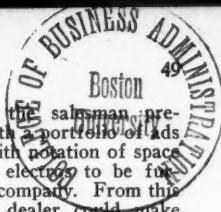
Spectators cannot escape it; they will not close their eyes to it; and it catches them in a receptive mood.

Buyers of large circulation will be interested in our figures and in our methods of proving up.

*Your product in actual use shown in miniature photoplays to six million people.*

**SCREEN ADVERTISING, INC.**

General Offices and Studio  
WASHINGTON, D. C.



made a big folder which is worthy of note. On the outside was a drawing in color of a baby, and the legend "There's a new baby in the family." The first unfold disclosed baby with a crown and the announcement. "It's a royal baby. There never has been another like it. We have named it Velvo-Tone." The second unfold told of the demand for the soft finish, and the ease with which Velvo-Tone can be applied. The last unfold disclosed that cash-appeal to the dealer of Lucas magazine advertising reaching 9,000,000 readers and a consecutive arrangement of newspaper ads, moving picture slides, window displays, etc., leading up to the sales voucher of the storekeeper.

This was followed by another, featuring the advertising and dealer helps, with which was enclosed a post-card on which the store man might send in his order for a special assortment, and on which was set forth the real feature of the offer, a definite agreement to run so much advertising in local papers for such-and-such an order.

The offer applied to dealers in cities of 25,000 and under, and the agreement was to carry one inch of space in local papers for every dollar's worth of goods purchased. On the combination order suggested this amounted to thirty inches.

It was this argument that the salesman drove home on his visit. The advantage of the arrangement to the salesman and to the company of thus being in a position to make a definite agreement with the dealer is apparent. There is a good bit of difference between the psychological effect of this and of saying, "Oh, we're going to advertise heavily to back up and move your goods," to which the dealer might reply, "I've heard that story before. I've heard of advertising campaigns that petered out and left the dealer with stock on his hands."

But the plan went further than this. Just to show the dealer what thirty inches of advertising looked like instead of leaving this to his imagination, which might be busy on some other phase of

his business, the salesman presented him with a portfolio of ads of all sizes, with notation of space on each one, exactly to be furnished by the company. From this portfolio the dealer could make his own selection of what he wanted run, one or two big ones, or many small ones, whichever style he liked.

The company was interested in seeing that the advertising was used. The dealer could not help being interested in running a little campaign of his own—especially as someone else was paying the bill.

In many cases the various dealers in a town who stocked Velvo-Tone combined their allotted spaces and thus ran much larger announcements on the co-operative plan.

#### SELLING INTENSIFIED SALES TO THE SALESMEN

Ernest T. Trigg, vice-president and sales manager of the Lucas company, is a firm believer in the stimulating effects of wholesale competition among salesmen. So when the campaign was well launched, and the question arose of whether the various territories might not be more intensively cultivated, a salesmen's contest was instituted.

It took the form of an imaginary automobile race over the Lincoln Highway from Philadelphia to San Francisco, a distance of 3,300 miles, in round figures. For every dollar's worth of Velvo-Tone sold by the salesman he was credited with three miles on the road to San Francisco, which meant that to reach that point the salesman had to sell virtually \$1,100 worth. A chart of the road, showing the principal cities and towns along the line was made a regular feature of the weekly bulletin. Salesmen were reported in each issue at the points they had reached along the road.

For the first 1,000 miles he covered the individual salesman received a bonus of half a cent a mile. For the second 1,000 miles a bonus of one cent a mile, and for the last 1,300 a cent and a half a mile. This meant, of course,

that no matter where his fellow salesmen might stand in the race, he got a direct financial recognition of his efforts in behalf of the new product.

In addition the salesman who first reached the fictitious San Francisco received an extra prize of \$15.50, which with bonus earned on mileage meant a check for \$50.

On reaching San Francisco the home trip was started, and the contestants will keep up the race, back and forth between Philadelphia and San Francisco until July 31, 1917. The salesman who then has the greatest mileage to his credit will receive a money prize entirely separate from "mileage" and the amounts received for being in the lead at specified points in the race.

It is possible under this plan for a single salesman to earn as much as \$323.25 over and above his regular income.

"The successful men in this contest," the company told them, "will be those who keep their machines in excellent condition every minute, and who have the least amount of engine trouble and blow-outs."

There was a deeper psychological significance in this contest, however, than that of concentrating the interest of the men through friendly rivalry. The form in which the contest was laid out opened up opportunities for all sorts of personal letters to the salesmen through which they could be prodded on to greater effort without the flareback which sometimes results from great pressure on a man for results.

For instance, a friendly remark to a certain good salesman that there were others ahead of him, but that a spurt from him was expected, made in connection with this contest, all for extra money, would not bear with it the implication that the company was dissatisfied with his record as it stood individually. There are some natures, even among salesmen, which do not thrive under the sting of the lash. Here was a method of prodding along the tail-enders without stinging.

Something of this thought was

brought out in the report of September 12—the race started August 1, 1916, by the way. The bulletin "sympathizes with the thirty-six contestants who could not get their machines cranked and their engines running before this report was prepared. The next report will be issued as of September 30, and by that time, unquestionably every man will be on the road."

Coincident with the start of the race the big guns of the advertising department were thrown into the national magazine field. Sixty per cent of the company's advertising fire now is being concentrated on Velvo-Tone.

For the sake of complete efficiency and co-ordination the salesmen were not only told in detail of the advertising plans, but were furnished with portfolios of the advertisements, each ad bearing the date of insertion and the name of the magazine in which it had appeared or in which it was to appear. A salesman cannot carry everything in his head and his notebook. This scheme prevented his seeing the ad in a certain magazine and calling the dealer's attention to the fact that it was "running regularly," thereby giving the impression that this meant every issue, whereas it might be planned only for certain specific issues. The dealer would be given no chance to claim misrepresentation, unintentional or even unimportant.

Here, again, the company got right down to brass-tacks psychology and took advantage of putting the pictures—all of them—right before the dealer's eyes, and did not rely on mental pictures called up by the salesman's words. The portfolio included the entire advertising of the company in magazines, so that the dealer also could see for himself just how much of it was being concentrated on Velvo-Tone.

#### "SELLING" BRANCH MANAGERS THROUGH WIVES

Along in November it was decided to add further stimulus to the sales campaign. It was considered inadvisable to put further

# No Hunting on These Premises!

**T**HE 25,000 members of The Green Meadow Club, founded by THE PEOPLE'S HOME JOURNAL and conducted through its columns by the eminent naturalist, Thornton W. Burgess, are being urged in the June issue to visit all landholders in their respective vicinities and appeal to them to make every garden, orchard, farm and forest a bird sanctuary—a refuge for insectivorous birds.

According to the Department of Agriculture, the loss to the American farmer and fruit grower from the ravages of insects exceeds \$700,000,000 a year. One important way of diminishing this appalling loss and of saving our crops at this critical time is to protect the birds who live on these insects.

We will take pleasure in telling you, in a few months, what The Green Meadow Club has accomplished in this big undertaking.

This is another of the movements for the general public betterment inaugurated and fostered by THE PEOPLE'S HOME JOURNAL—a magazine with a mighty influence for good—a publication that accomplishes the things it sets out to do.

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## THE PEOPLE'S HOME JOURNAL

Established 1885

80 Lafayette Street, New York

HERBERT CROLY, PRESIDENT  
ROBERT HALLOWELL, TREASURER



THE REPUBLIC PUBLISHING CO., INC.  
TELEPHONE 8393 CHELSEA

April Thirtieth,  
1917

The New York Times,  
Advertising Department.

As an indication of the direct sales value of newspaper advertising, you may be interested to know that we have received to date nearly 200 subscriptions from a single insertion of our six inch. double column notice that appeared in Tuesday's Times. A further fact that throws light on the disputed questions of the extent of "life" of a newspaper advertisement and the radius of its appeal, is that in a single afternoon's mail, received four days after the insertion of the advertisement in question, subscriptions came to us from Cambridge, Mass., Lawrence, L.I., Ann Arbor, Mich., Charleston, W.Va., the U.S.S. North Dakota, Milwaukee, Wis., Southern Pines, N.C., Mosely Junction, Va., and Scranton, Pa.

Very truly yours,

*Robert Hallowell*

Treasurer.

RH-PM

direct pressure on the salesmen, but there was no reason why that stimulus should not be injected into the branch managers. All of them were married, so Mr. Trigg wrote the following letter to each of their wives. The Lucas censor has deleted figures for purposes of publication here:

DEAR MRS. \_\_\_\_\_

You are, of course, interested in Frank's work, and, therefore, you probably already know more or less about the Velvo-Tone line which we recently put on the market, and which produces a soft, velvety finish in natural wood shades, imitating the popular hand-rubbed effects.

We have set our goal for the present fiscal year (December 1, 1916, to November 30, 1917) at \$..... Of this total we have told Frank that we want not less than \$..... from the \_\_\_\_\_ organization.

If the \_\_\_\_\_ branch turns in not less than that amount for this fiscal year then we are going to send you, some time between December 1st and 15th, a little cash prize in the shape of a check for \$100, which will get to you in time, I hope, to be useful for Christmas.

You can help this along a whole lot by talking Velvo-Tone to Frank, so that he won't have a single chance to forget it between now and November 30th. We hope we are going to have a chance to send you this prize.

With very best regards,

Yours very truly,

It is quite safe to assume that neither Frank nor Tom nor Edward will be allowed to forget that a certain person is banking on a certain hundred dollars for next Christmas.

#### "ZONING" THE CITIES

A method of intensive campaign suggested to the branch managers was that of calling in their men, or a certain proportion of them, from their territories, and of giving each one of them a special zone of the city to work during a "Velvo-Tone Week" or two weeks. The phrase was used for work in the trade only, for it was felt that the general public has been a little overfed on the sort of thermometer-campaign on which the zone work was modelled.

Some of these city campaigns have been carried through already, and others are yet to come. At the present time the company has 700 separate campaigns under way.

A feature of the zone campaign is the closest kind of newspaper advertising co-operation, which, however, is handled by the company itself and does not wait upon the dealer's purchases.

As this was handled in Philadelphia, beginning April 15 a letter was sent out to the trade telling just what papers advertisements would be run in during the week, that names of dealers who carried Velvo-Tone would be included therein, and explaining just how the advertising would be continued thereafter and at what intervals.

Here followed a couple of paragraphs tying up with the moving-picture melodrama:

"In the \_\_\_\_\_ window, at \_\_\_\_\_ streets will run a unique motion-picture play entitled the 'Transformation.' This picture is melodramatic, romantic and thoroughly practical, and is bound to attract unusual attention.

"One part of the picture which particularly pertains to you is the reproduction of an actual window display similar to the one on the enclosed illustrated sheet, which we would suggest your following \_\_\_\_\_," etc., etc.

"Remember—beginning Monday, April 16, your windows should be dressed in conformity."

Inclosed were reproductions of the window display, of a collapsible cut-out and of panel stands.

Then the salesmen went after them, each in his own zone. As the work went on the dealers were not allowed to miss the advertisements because they might not have read the particular papers in which they appeared, or read none. Proofs were obtained from the papers the day before, and just preceding the salesman's call the dealer received another letter with a proof of the day's advertisement. All through the drive the advance of the salesmen was preceded by this sort of barrage fire.

The detailed handling of the zone campaigns are left to the branch managers, but the fullest reports are sent in to the company, and these reports of meth-



ods and success are swapped about among the various cities.

Perhaps no better way of giving the results could be selected than by reproducing here excerpts from the report of the branch manager in another large city, with certain necessary deletions of figures.

"To-day, Saturday noon," he says, "we have a total of 93 accounts, of which 81 have gone through the order department and 12 are in the credit department. Total volume of orders shipped is \$——, so you can see that the boys have stuck pretty well to the \$30 assortment, our general average being above that. Out of the total number of orders taken up at this time 48 are new accounts to whom we have never sold anything before.

"A number of these accounts have never been called on before. In fact the hardware trade has been pretty sadly neglected by us. The campaign is going to give our men entrance into a number of accounts where we have not been before, and where the other fellow has been getting the business.

"Dividing the city off into zones was, in my opinion, one of the biggest factors in this campaign because we didn't duplicate the work in any zone.

"The result is that out of the 28 zones in the city we have during the campaign obtained representation in all except six, and counting the ones we had before the campaign we are now represented in all the zones, so that in every part of the city it is possible to obtain Velvo-Tone.

"Another important feature is that I feel that from the men we have used on this proposition we are going to get a whole lot better representation when they go back onto the territory. They have obtained a wonderful lot of experience.

#### SALESMEN SWAP METHODS

"It is the feeling of the men that the meetings which were held on Tuesday and Thursday evenings and Saturday afternoons, have done much to keep up the spirit of enthusiasm. All have been en-

couraged to talk freely at these meetings, and they have done so, and all the obstacles which they met have been thrashed out and the goods and selling plan gone into thoroughly at every meeting. The enthusiasm of these meetings, as I stated in my previous letter, can be pretty well imagined by the fact that every evening the meeting continued until after twelve o'clock.

"Another very encouraging thing to me was the feeling exhibited by each of the fellows to try and help every other fellow he possibly could to make a showing. Each night we would take up every zone, and if any fellow had any dope on that zone he gave it right to the man who was working it, telling him just where to go and whom to see."

In this particular campaign the names of all dealers who stocked more than \$30 worth of Velvo-Tone were included in the newspaper advertisements, in which they were given with addresses, classified according to location.

In a word the fine results on this campaign are due to practical intensification, and the work stands as a sensible model of thorough work done quickly, but with no boomerang results.

#### Edward Mead Now Represents Shonk

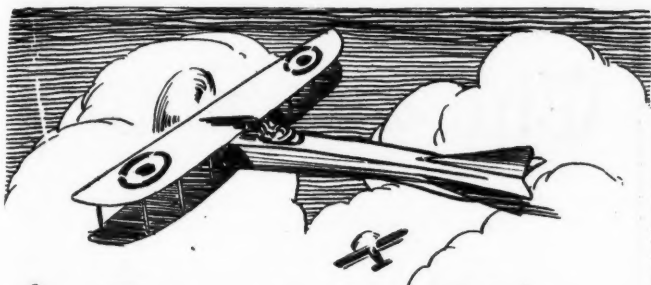
Edward Mead, who formerly represented the Passaic Metal Wear Company in St. Louis, is now with the Charles W. Shonk Company, in the same territory. The Shonk company is the branch of the American Can Company which makes metal signs, display-stands, etc.

#### J. W. Cambridge in Film Advertising

J. W. Cambridge, who has been with Smith, Denne & Moore, Toronto advertising agents, has been appointed publicity and advertising manager of the Canadian Universal Film Corporation. He succeeds W. A. Bach, who has entered the film business in New York.

#### Brownell Joins "Hearst's"

A. W. Brownell, formerly with *Motor Boating*, New York, has joined the staff of *Hearst's Magazine*.



# A Strategic Place

Busy Ohio was never busier. The Plain Dealer, above all others, intensively covers this prosperous territory and will drop your sales-message into 135,000 homes on week days—210,000 homes on Sundays. Mobilize this great selling-force. Enlist

## The Plain Dealer

First Newspaper of Cleveland, Sixth City

Western Advertising Representative  
JOHN GLASS  
CHICAGO, Peoples Gas Building

Eastern Advertising Representative  
JOHN B. WOODWARD  
Times Building, NEW YORK





PRINTERS' INK

# The Sun

New York

*"Morning Quality and Quantity."*

## Another Smashing Gain

in April

# 59,117 Lines

of Advertising over April, 1916

An increase over March, 1917, of

# 45,017 Lines

Just another big evidence of THE SUN'S INCREASED POWER. (The circulation has more than doubled in the past year).

And a most tangible evidence of the INCREASED APPRECIATION of the value of this new Power by the advertising world.

Member Audit Bureau of Circulations

# Snags the Government Gets Round in Teaching Farmers to Brand Their Products

Growers Have Tendency to Put Quality Label on Inferior Goods in Bad Years—Co-operative Inspection Urged as Remedy

NO advertising counselor, with a long record of successful campaigns, could be expected to give more sage advice to the new advertiser just learning to walk than specialists of the United States Department of Agriculture are giving to the farmers, fruit growers, dairymen, etc., who are being encouraged by Uncle Sam to brand their products. The department's missionaries of wider distribution and better selling are both up-to-date and ethical in their preachments as to ways and means of expanding trade and establishing good will. This is probably due, partly at least, to the fact that the expert in the United States Bureau of Markets, who is mainly responsible for such Governmental propaganda as there is to induce branding, was for years the active head of one of the best managed of the co-operative marketing associations of Western apple growers. In that capacity he originated a family of brands and grade names and a formula for wrapping and labeling the fruit that is without a peer to-day.

To hear this particular specialist leading a group of farmers around to the right way of thinking as to branding or trade-marking is to realize that the department must be fairly well grounded on the solid principles of advertising as applied in this connection. For one thing, this adviser and his brother field agents tell the agriculturists pretty bluntly that it is waste of money to brand and advertise any farm product if they are not in this particular line of business to stay. They impress upon the producer that he is simply throwing away the funds he spends on labels, advertising matter, etc., if he is going to label his products this year but will next

year, sell his output in a lump to a buyer for a cannery or other interest, only to come back, perhaps, the third year to his intermittent branding habit.

The Government specialists are frankly skeptical, too, as to whether it pays the small individual producer to brand and advertise farm products unless he has a rare and peculiar knack for making small operations pay. Theoretically, they admit, it ought to be practical for almost any producer located within striking distance of one or more cities or towns to brand his products and by means of modest advertising in his local newspapers to establish a permanent, dependable circle of patrons who would take his entire output at the best prices; but practically, it doesn't work out that way. It may be that your everyday rural producer is not by instinct an advertiser and cannot afford to pay for advertising counsel, even if it were always available. Whatever the reason, this ideal of advertised and branded goods passing direct from producer to consumer is seldom fully realized. Even the advent of the "Farm-to-Table" service of the Parcel Post system has not brought the millennium. Because of these limitations upon the operations of the small individual producers, the experts in the Bureau of Markets always urge upon farmers the formation of co-operative associations of one kind or another as the best means of branding and advertising.

MUST KNOW THAT A BRAND SHOULD  
DENOTE QUALITY

The most formidable task of the "man from Washington" is not to persuade the man on the soil that it is good policy to brand, but that it is necessary to brand

conscientiously and, above all, uniformly. Your convert to branding starts off blithely, probably with a crop of exceptional quality. A season arrives, however, when the crop, doubtless through no fault of the grower, is deficient in quality, and right here, so the Government experts tell PRINTERS' INK, nine producers out of ten fail utterly to comprehend that their business reputation and the standing of their brand have been gained on given quality and that to jeopardize it is sheer folly.

The farmer, new to advertising, and out of touch with his ultimate customers, is slow to grasp the logic of this. It is not his fault that old Dame Nature has been against him. He feels that he is entitled to put out the best he has under the brand that is his best selling asset. In other words, he seems to think that the public is his partner in the enterprise and that it is up to the consumer to share with him the vicissitudes of fate. The real uphill work that the specialists of the Bureau of Markets have encountered is to persuade the producers that while the rule should be "once a 'brander' always a 'brander,'" this does not mean taking liberties with an established brand.

#### TAKE OFF LABEL IF QUALITY DEPRECIATES

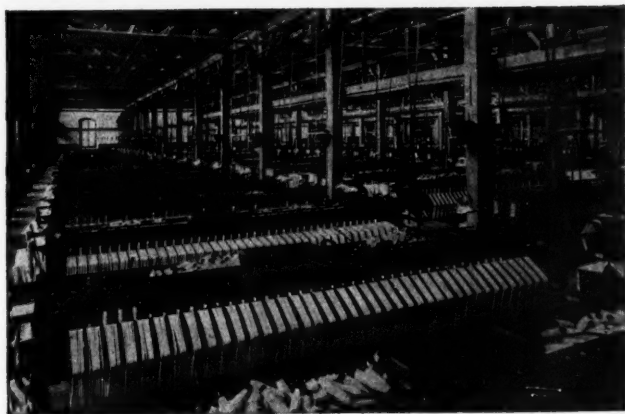
Be it said to their credit, however, that these Federal "preachers of the quality code" are making some headway in their effort to convince agriculturists that it is better to skip a season without putting out any produce under a reputable brand, and to sell the product unbranded, or branded with some name indicative of second-grade quality, rather than to play with fire by making a familiar name stand for fluctuating quality.

In the hope of convincing the rank and file of agricultural producers that it pays to cherish a reputation, Uncle Sam's missionaries are this spring telling far and wide in the country districts the story of how the leading advertiser and most successful marketer of American apples re-

cently paid a forfeit rather than take chances. This leader among the apple producers was notified not long since that a number of carloads of apples which, presumably were A-1 when shipped, had deteriorated slightly in transit or in storage. Without quibbling, the producer gave instructions that the apples should not be allowed to go out under the nationally advertised name. Instead, new labels were expressed to the distributing points significant of a lower grade and lower price. These were substituted for those already in place, and the producer, of course, stood the loss.

So consistent are our Governmental missionaries in their position that branding an article should indicate quality above the average, that they even take exception to the universal branding policy of some of the apple-growing and marketing associations. One such association that was cited to PRINTERS' INK by a commentator at the Department of Agriculture makes a practice, it seems, of wrapping and branding three grades of apples. In the opinion of the Government specialists it would be better if that producer were to wrap and brand only the two better grades, leaving the less worthy output to be disposed of, either in bulk or, at any rate, without a brand that puts it, in a sense, in the class with the "firsts."

The Government educators in branding realize that it is almost impossible to maintain and insure quality if the individual producers are permitted to do the branding, using the labels and trade-marks of a co-operative association. Consistent and rigid inspection is the heart of successful branding in the agricultural field and where there is no inspection other than that given by each individual user of a collective or community trade-mark, trouble is invited. So acute is the situation in some fields that marketing agencies acting jointly for a number of rural producers have taken to opening and inspecting packed fruit before allowing it to go out under an association mark. Naturally,



*An up-to-date factory in Japan*

## The Pacific Era

"On the other side of the Pacific, a world drama is being enacted. The Far Eastern drama is none the less important because it is constructive instead of destructive.

"The United States of America is tip-toeing on the threshold of a new day wherein she is to be at once a world merchant and a world power."

*From article by His Excellency  
Aimaro Sato, Ambassador of  
Japan to the United States.*

## ASIA for May

Manufacturers, merchants, bankers, not already studying Far Eastern commercial and financial possibilities for themselves should read ASIA.

*Advertising rates, \$60 a page. Editorial purpose and advertising advantages will be gladly discussed on request.*

**ASIA** American Asiatic Association  
280 Madison Avenue, New York

**\$1200 is \$400 Less than \$1600**

---

**I**F the space you buy in a magazine with a million circulation costs \$2000 a month. and 800,000 of that circulation is one quarter less valuable than the other 200,000, \$1600 of your money is only doing \$1200 worth of work.

When you buy space in

## Photoplay

you are buying 200,000 "prime stock"—no seconds—no lagging interest.

Let us tell you what you can do with \$1600 in Photoplay. Better still, let us send you a book about Photoplay. The advertiser who spends lots of \$1600's in the course of a year, —no matter how blasé he has become about the difference between \$1200 and \$1600—no matter whether he himself has ever been inside a motion picture theatre—so long as he is interested in reaching interested people, will be repaid for sending for this book.

*Won't you let it come to your home?  
We'll include a copy of Photoplay, too.  
See what the family thinks about it.*

# PHOTOPLAY

*"Let the name stick in your mind; it's imitated"*

W. M. Hart, Advertising Manager  
350 NORTH CLARK STREET, CHICAGO, ILL.  
New York Office, 185 Madison Avenue



however, the disclosures that result cause more or less friction in the producing organizations.

The time seems ripe for a sudden increase in the outflow of branded products of rural industry. The economic conditions of the past year or two have exerted tremendous influence. Just as the farmer who has learned the "thrift" habit has awakened to a realization that it is the part of wisdom to market his waste corn "on four feet" and that bruised and imperfect fruit sells well in the form of jelly, along came the era of high prices of canned goods and hence we see just now a tremendous spurt of activity in canning and preserving on the farms.

#### BRANDED FARM PRODUCTS THAT HAVE SUCCEEDED

The farmer has ample precedent for the marketing of home-made marmalades, jams, jellies and fruit butters—not to mention vegetables—under brand, in tin or glass containers. Farm sausages have for years past stood on the prestige of brand and there are on record instances where a branded cheese has been the ladder whereby a farmer climbed to affluence. From the very nature of the products, honey and maple syrup have lent themselves to branding by small producers and there is no question that the success made by the Beech-Nut products, Pin Money Pickles, Heinz and Oneida Community specialties has fired with ambition many a rural housewife who sees in many of these branded food products of national reputation merely glorified editions of what she produces in her own kitchen.

A point that is being strongly impressed upon all rural producers by the Department of Agriculture is the importance of retaining full control of brand names. Persons who are not familiar with the history of the branding of farm products might be somewhat mystified by the stress that is being laid upon this detail. However, it has happened not infrequently since growers of fruit and other food products be-

# War Scare

Our confidence  
in present and  
future conditions  
is best explained  
by the fact that  
we have ordered  
two additional  
presses and are  
adding to our  
creative organ-  
ization several  
more specialists  
in direct  
advertising

## ARROW PRESS INC

*"Salesmanship in Print"*

320 W. 39th St., N. Y.

Tels. Greeley 329, 330, 331

Planting Corn—One of the "57 Varieties" of Uses for a Tractor.



### Editorial Experts

**POWER FARMING'S** editors know machinery and its application to farming from A to Izzard. They *have* to—for most of **POWER FARMING'S** readers are power-farming experts themselves.

#### J. R. STONE

Farmer—Manufacturer—Editor

J. R. Stone came to **POWER FARMING** from the shops and offices of concerns manufacturing farm machinery.

He has helped build the machines he writes about and he has sold them. He writes of them in a constructive, clear way, as only an expert can.

**POWER FARMING** readers look forward to J. R. Stone's monthly articles. They read them carefully; and by reading them, they become better farmers.

And as they become better farmers they become better prospects for *your* goods.

A card to us will bring you a booklet showing what good buyers **POWER FARMING'S** readers are.

*Not the Largest Farm Market  
—but the Richest.*

**POWER FARMING,  
St. Joseph, Michigan.**

**NEW YORK**  
Barthill & Henning  
23 E. 26th St.  
Mad. Sq. 5064

**CHICAGO**  
Jas. A. Buchanan  
Marquette Bldg.  
Randolph 5527

Member A. B. C.

**POWER FARMING**

gan to brand that valuable brand names covering the products of a district or a group of farms have been registered by the marketing agent in his own name or by the manager of a co-operative association. This has left the growers at the mercy of the owner of the trade-mark, with the alternative of starting all over again to build up good will, if they parted company with the representative who held title to the brand. The Department feels that not only is such a system bad for the producers, but that it is an unhealthy state of affairs to have valuable trade-marks in the hands of persons who are not actual producers.

The department endeavors to impress producers, whom it seeks to win over to the practice of branding, that it is not necessary for a small producer to wait until he can afford elaborate lithographed labels before beginning to mark his packages. It is held that a stenciled brand mark will do to start with. The point is, as C. T. More, Uncle Sam's specialist on Market Grades and Standards, recently impressed upon the cantaloupe growers, that "branding is the best basis upon which to carry on an advertising campaign and build up a reputation and demand for the goods." In the case of butter and kindred products the influence of the Bureau of Markets is being thrown not only on the side of branding but likewise in favor of the use of cartons which afford at once : convenient medium for conspicuous branding and a means of preserving the quality of the contents.

### Goes With Cincinnati Advertiser

L. F. McCarty, who has been with the Martin V. Kelley Company, Toledo, Ohio, has become advertising manager of Rheinstrom Brothers, Cincinnati.

C. Foster Browning, formerly with the Richard A. Foley Advertising Agency, Inc., Philadelphia, is now a member of the copy staff of George W. Edwards & Co., of the same city.

# Quick Work in Distribution of National Service "Stickers"

Hundreds of Thousands of Bills and Cards, Official and Contributed Are Spread Abroad

SINCE the entry of the United States into the war a new chapter in rush-order printing has been written. This explains the almost over-night outcrop throughout the ends of the land of hundreds of thousands of hastily produced cards, bills and stickers. On these Uncle Sam and his official and unofficial aids are so far mainly relying for recruiting not only the army, navy and marine corps, but those no less important battalions that wield the hoe, the scythe, or the frying pan. So rapidly and silently and in such unexpected corners have these myriads of printed appeals sprung up the mind is confused over where, how and by whom it was all done. It was done hastily, under the press of an emergency, but by what means and on whose authority the following account may shed some light.

There has been no single organized national effort behind all the printed recruiting efforts for any one arm of national protection. Some of the work has been done by the Government and distributed through Government channels — recruiting stations, post-offices, etc. Much of it, not only of production, but of distribution, has been done by hastily organized committees of civic governments, boards of trade, commercial associations, aided by volunteer helpers such as local woman suffrage headquarters, boy scouts, local com-

mittees of private citizens, and individuals. Some of the printing, engraving, etc., has been done either free or at cost or less, the funds available to recruiting organizations for publicity purposes being too meagre to purchase anywhere near the amount of space and extent of distribution that the cards and stickers have received.

The greater part of the art work, much of it by well-known artists, commercial so-called and otherwise, has been given to the country without cost. Forty poster plants have put up single sheets as vacancies occurred.



Drawing Copyrighted by Life Publishing Co.

FIRST BILL ISSUED BY DEPARTMENT'S PRINTING OFFICE

Some of the outdoor sign concerns are contributing well-located and conspicuous boards which either have blossomed or soon will bloom with the contributions of some of the best-known mural artists in the country. In some places members of the poster unions have contributed their time free. Everybody and every organization in the entire country that has seen a chance seems to have come forward to do his or her bit in this single phase of national preparation.

Meanwhile the United States

and expenditure in all things. Where the Government has not been able to do all its work with the printing facilities at its command (in navy yards, and other posts) it has either let out the work to private plants, as in the case of the only army card so far issued since the war's start by the Adjutant General in Washington, or the work has been done by other organizations, the design and copy being subject to the approval of duly authorized Government officers.

One of the most important campaigns is that of the United States



WELL-KNOWN MURAL ARTIST HAS CONTRIBUTED THIS DESIGN FOR OUTDOOR DISPLAY

Government printing office has added 200 men to its operative force, and is working three eight-hour shifts to keep the presses running day and night. Just its first run, on which it is now at work, embraces some 700,000 two-color "stickers," the first edition alone being 300,000 of a bill featuring that part of the President's address appealing to farmers, housewives, and children to pitch in and boost food production to the utmost, as well as to curtail extravagant consumption

Department of Agriculture in furtherance of the crusade to promote food economy and to speed up agricultural production.

The first poster that went out in this campaign was a 21 by 30 inch broadside in two colors, featuring President Wilson's appeal to his countrymen and playing up those portions of the message designed especially for farm consumption. This poster is topped with the display line in black

(Continued on page 69)

# Get satisfactory representation in CANADA

**F**REQUENTLY we come across U. S. A. and other ex-Canada firms being represented in Canada by some firm that has taken the agency to keep off competition. To such firms and all others desiring efficient, aggressive representation in Canada we offer our service as outlined hereunder.

In Canada the institution of the Manufacturer's Agent is well established, and is a most excellent means of breaking in on the Canadian market.

These agents are ready to represent you on a commission basis, or will buy stocks outright. They have their own staff of travellers calling on the retail distributing trade, and on purchasing agents.

Have an energetic agent—one covering more than local territory. We can

## give you names of good agents

*—men of the right type, aggressive, of good standing, covering the territory you should cover, and calling on the class of men you want called on.*

---

Our offer of service is to all manufacturers, but in particular to those distributing their merchandise through or selling to firms reached by one of our class publications as follows:

Canadian Grocer  
Hardware and Metal  
Dry Goods Review  
Men's Wear Review  
Bookseller and Stationer

Printer and Publisher  
Canadian Machinery  
Canadian Foundryman  
Power House  
Marine Engineering

We know the good manufacturers' agents, market conditions, nature and extent of competition, and much else of value to a U. S. A. manufacturer interested in having the right kind of representation in Canada.

Write us if interested. Our service is free.

---

**The MacLean Publishing Company, Ltd. - Toronto, Canada**

Also at Montreal, Winnipeg, New York, Chicago, Boston and London, England.



## How We Trade-Marked Printing Papers That We Could Not Watermark

**O**UR problem was to identify Warren Standard Printing Papers.

We had standardized their quality and standardized our methods of manufacture.

We were proud of these papers.

They were made so well that when you asked for them you were entitled to the assurance that you were really getting them.

### *They Could Be Watermarked*

It was possible to watermark these papers with their trade-mark names.

But a watermark is a variation. You cannot print over a watermark without a printing variation, and variation was one of the big faults we had eliminated when we standardized our product.

We had to identify the papers. It wouldn't do to watermark them.

### *So The Warren Top Sheet Idea Had Its Birth*

Every case of paper that leaves the Warren Mills has the top sheet printed on our own cylinder presses in our testing plant at the mills.

These top sheets are printed under ordinary press room conditions, with engravings of varying size and character.

They show exactly the results that any printer should be able to get from the same paper.

We say we have standardized the quality of Warren papers. The Warren top sheets prove it.

When your printer takes off the cover of a case of Warren Standard Printing Paper, there on top is a printed sheet, bearing a serial number that identifies it as being from the same run of paper as the rest of the case.

If you have selected WARREN'S CAMEO, there is your top sheet to prove that this paper gives to half-tones the soft "unscreened" appearance of a platinum photograph. If you have bought WARREN'S LUSTRO, the top sheet shows you fine engravings and delicate vignettes printed like engraver's proofs.

The top sheets in cases of WARREN'S CUMBERLAND COATED or WARREN'S SILKOTE give the printer definite standards for printing his engravings on this stock. In a case of WARREN'S PRINTONE the top sheet demonstrates our contention that PRINTONE is "Better than Super, Cheaper than Coated."

The Warren Top Sheet is even better than a watermark. A watermark can give great confidence in a paper's printing quality, but a printed "top sheet" is the visible result of an actual test. It is the evidence before your eyes.

Reproductions of specimen top sheets are printed in the 1917 Warren Suggestion Book. This book is a guide and a help to any man about to buy printing. It shows engravings printed on papers best suited to their requirements and tells how to be sure you are selecting the right stock for the work you have in hand. This and supplementary booklets will be sent you, without charge, if you ask for them on your business letterhead.

Constant  
Excellence  
of  
Production—



The  
Highest  
Type of  
Competition

## Printing Papers

S. D. WARREN & CO., 163 Devonshire St., Boston, Mass.

*Manufacturers of Warren's Standard Printing Papers*



Lakeport, N.Y.  
May 1st, 1917.

TEXTILE WORLD JOURNAL  
New York.

Gentlemen:- The inquiries we are receiving ---- seem to fairly shout the fact that your magazine is read by a live bunch of mill men who are anxious to improve methods.

We are pleased to make you this unsolicited statement about the results for they seem to warrant it.

Yours very truly,

THE ELECTRIC SMELTING & ALUMINUM CO.

(Signed) S. H. Fellows

IF your product can be sold to textile mills it would pay you to let Textile World Journal do the "shouting."

**Textile World Journal**

NEW YORK BOSTON PHILADELPHIA  
CHICAGO GREENVILLE, S. C.

Member

Audit Bureau of Circulations, Associated Business Papers, Inc.

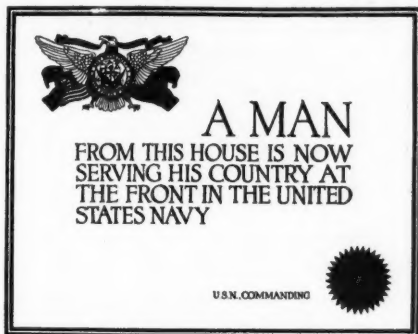
"Farmers, Housewives, Children," followed by the line in red "The President of the United States Appeals to You Personally."

The plan of distributing the first edition of 300,000 of this, the pioneer poster of the series, is this: One copy goes to each second-, third- and fourth-class postmaster in the country, asking for conspicuous display. More than 100,000 will be apportioned among the county agents and "demonstrators" of the Department in the field who will be instructed to post them at points where farmers congregate.

Along with the new stickers with a genuine war flavor the Department of Agriculture is sending out, whenever there is prospect of getting display, the every-day posters which it has turned out during the past year or two. Some of these are strike-you-in-the-face warnings against plant pests and animal disease, and it is figured that such blasts against loss in production fit in well with the war posters that the Government is putting out calling for "More Crops, More Meats, More Everything That Can Possibly Be Put to Use."

While a number of bills have appeared urging enlistment in the army, running from the simplest one- or two-color sheets or strips in plain type, designating some local recruiting office, to more elaborate pictorial effects, the only official card so far issued by the Adjutant General's office, outside of those already on hand before the war, is a sixteen by twenty-two inch card showing how George Washington, too, employed bills to recruit his continental army, following the battle of Bunker Hill. This card is printed in one color, blue, was made in Chicago, and sent out to army posts, recruiting headquarters, etc., to be in turn distributed

by local volunteer and civic organizations doing this work. While some doubt has been expressed as to the strict value of this card (reproduced on next page) as a "poster," it is undoubtedly of great value for its historical interest. The quaint cuts of a continental going through the eleven motions then involved in the process of loading, and other small arms evolutions compel attention in windows, on counters, etc. The modern text of this card says, in glaring caps: "The Father of Our Country appealed for soldiers as follows." Then comes an exact replica of the old bill, blank



CARD TO SHOW "NO SLACKERS IN THIS HOME"

spaces filled in by pen, which reads:

"To all Brave, Healthy, Able Bodied, and Well Disposed Young Men, In This Neighbourhood, Who Have Any Inclination to Join the Troops, Now Raising Under General Washington, For the Defence of the Liberties and Independence of the United States. Against the hostile designs of foreign enemies, TAKE NOTICE, (here interrupt the cuts of the manual of arms) That (the following filled in with pen) tuesday, wednesday, thursday, friday and saturday at Spotswood in Middlesex (end pen) county, attendance will be given by, (filled in name) Lieutenant Reading with his music and recruiting party of (scratched out) company in (filled in name) Major Shute's

Battalion of the 11th regiment of infantry, commanded by Lieutenant Colonel Aaron Ogden for the purpose of the enrollment of such youth of SPIRIT, as may be willing to enter into this HONOUR-ABLE service.

"The ENCOURAGEMENT at this time, to enlist, is truly liberal and generous, namely, a bounty of twelve dollars, an annual and fully sufficient supply of good and handsome cloathing, a daily allow-

ance as above, will have an opportunity of hearing and seeing in a more particular manner the great advantages which these brave men will have, who shall embrace this opportunity of spending a few happy years in viewing the different parts of this beautiful continent, in the honourable and truly respectable character of a soldier, after which, he may, if he pleases return home to his friends, with his pockets

FULL of money and his head COVERED with laurels.

"GOD SAVE THE UNITED STATES."

The text requires no comment, unless that it has furnished the origin of the tradition in recruiting copy to offer a chance to travel and see the world. The addendum for modern purposes concludes: "Do as your Forefathers Did in 1776—Enlist—Army Recruiting Office (blank space for local address slip) Open Day and Night."

The navy also found itself at the war's opening with no posting material strictly applicable to the emergency. Nevertheless it put out at once a flood of simple type bills, and such stick-ers as it had on hand, including the familiar figure of a jacky ashore on leave, with portions of a fleet in the background, and the blue caption


—"A wonderful opportunity for you." At the bottom of this bill is some copy designed for peace times. It is possible that these plates will be used again, with revised copy. However, on the wings of the occasion, almost immediately offers of help began to pour into the hands of those in charge of the navy publicity. Already a large edition embracing a poster drawn by Charles Dana

**THE FATHER OF  
OUR COUNTRY**

**APPEALED FOR SOLDIERS AS FOLLOWS**

TO ALL BRAVE, HEALTHY, ABLE BODIED, AND WELL  
DISPOSED YOUNG MEN,  
IN THE NEIGHBOURHOOD, WHO HAVE ANY INCLINATION TO JOIN THE TROOPS,  
NOW RAISING THREE  
GENERAL WASHINGTON,  
FOR THE REPAIR OF  
LIBERTIES AND INDEPENDENCE,  
OF THE UNITED STATES  
And the Army Office of the Army

**TAKE NOTICE,**



**DO AS OUR FOREFATHERS DID IN 1776**

**ENLIST**

ARMY RECRUITING OFFICE

**OPEN DAY AND NIGHT**

UTILIZING GEN. WASHINGTON'S OWN COPY FOR PRESENT  
EMERGENCY

ance of a large and ample ration of provisions, together with SIXTY dollars a year in GOLD and SILVER money on account of pay, the whole of which the soldier may lay up for himself and friends, as all articles proper for his subsistence and comfort are provided by law, without any expense to him.

"Those who may favour this recruiting party with their attend-

---

# Street & Finney, Inc.

as seen by their clients

---

*"A clean, upright firm"*



says

**Producers Sales Company**

*(Sealship Oysters)*

"OUR advertising was placed with Street & Finney originally because they seemed to have a clear conception of exactly our selling problem. This undoubtedly comes from their long experience in this particular line of work.

"Their merchandising experts in conjunction with their advertising men seem to form a perfect team, each realizing the difficulties in the other's field with the result that out of it all they not only laid our plans for advertising but were able to give us many valuable suggestions in the handling of our product. While our campaign has been on but a very short time, results are beginning to prove that our choice was a wise one. Street & Finney is a clean, upright firm."

W. H. RAYE, President

*Producers Sales Company*

---

*Excerpt from "Newspaperdom"*

---

**Day and  
Night  
Service**

**The best quality  
work handled  
by daylight**



*One of the largest and most completely  
equipped printing plants in the United States*

**Printing and Advertising Advisers and  
The Co-operative and Clearing House  
for Catalogues and Publications**

We assist in securing catalogue compilers, advertising men, editors, or proper agency service, and offer our assistance in every other direction that appears practical and possible toward the promotion, preparation and printing of catalogues and publications. Further, we invite suggestions with a view of making our service most valuable.

**OUR SPECIALTIES**

- (1) Catalogues
- (2) Booklets
- (3) Trade Papers
- (4) Magazines
- (5) House Organs
- (6) Price Lists
- (6) Also Printing requiring the same material and workmanship as the above, such as **Proceedings, Directories, Histories, Books,** and the like.

**Our Complete Printing Equipment,** all or any part of which is at your command, embraces:

**TYPESETTING  
(Linotype, Monotype  
and Hand)  
PRESSWORK  
BINDING  
MAILING  
ELECTROTYPING  
ENGRAVING  
DESIGNING  
ARTWORK**

**If you want advertising service,** planning, illustrating, copy writing and assistance or information of any sort in regard to your advertising and printing, we will be glad to assist or advise you.

**If desired,** we mail your printed matter direct from Chicago—the central distributing point.

**USE NEW TYPE**

**For Catalogues  
and Advertisements**

We have a large battery of type casting machines and with our system—having our own type foundry—we use the type once only unless ordered held by customers for future editions. We have all standard faces and special type faces will be furnished if desired.

**Clean Linotype and  
Monotype Faces**

We have a large number of linotype and monotype machines and they are in the hands of expert operators. We have the standard faces and special type faces will be furnished if desired.

**Good Presswork**

We have a large number of up-to-date presses, several of which have been recently installed, and our pressmen and feeders are the best.

**Binding and Mailing  
Service**

The facilities of our bindery and mailing departments are so large that we deliver to the post office or customers as fast as the presses print.

**Let Us Print Your Catalogues and Publications**

**THE GREAT CENTRAL MARKET**

**CATALOGUE & PUBLICATION  
PRINTERS**

**Make a PRINTING CONNECTION  
With a Specialist and a Large and  
Absolutely Reliable Printing House**

(Inquire Credit Agencies and First Nat'l Bank, Chicago)  
If you want quality—the education and training of our employees concentrated in one direction on the one class of printing in which we specialize, make the workmen more skillful. If you want delivery—our plant is equipped with economical, time-saving machinery and is in operation day and night the year around. If you want the best price—our unusual labor-saving material and equipment enables us to make exceptionally low prices on our specialties. Our organization is excellent. When you place an order in our care you relieve yourself of all anxiety. You insure yourself

**Proper Quality—Quick Delivery—Right Price**

*We are always pleased to give the names of a dozen or more of our customers to persons and firms contemplating placing printing orders with us.*

**Don't you owe it to yourself to find out what we can do for you?**

**Consulting with us about your printing problems and asking for estimates does not place you under any obligation whatever.**

**Let us estimate on your Catalogues and Publications.**  
(We are strong on our specialties)

**ROGERS & HALL CO.**

**Polk and La Salle Streets CHICAGO The Great Central Market**  
Wabash 3381 TELEPHONES Auto. 52-191

Gibson, offered by *Life*, has been published—the first actual run by the department's own printing plant since the rise of the emergency. The publicity department has actually in hand or under consideration dozens of other designs. In most instances the engraving work is being done free by various companies, and this includes plates for six-color jobs.

Already the navy has a large outdoor display in the Times Square section of New York City, a huge painting of a fleet in action, done by Henry Reuterdaahl, the naval artist. This is lighted at night. Other outdoor signs are being planned for New York City, Philadelphia, Wilmington, Del.; Bridgeport, Conn.; Scranton, Pa.; Norwalk, Conn.; Chicago, and San Francisco. Edwin H. Blashfield, the mural artist, has made an elaborate recruiting design, reproduced on page 64, and he is going to lay on the head of Columbia himself.

Many advertising men have placed their knowledge and experience at the disposal of the Government. At lunch one day with some of these volunteers Commander Bennett, in charge of the Navy Publicity Bureau in New York City, expressed the wish that he might pre-empt the slogan "Eventually—Why Not Now?" It was suggested that he write to the Washburn-Crosby Company. He did, and not only received full permission, but this company has also donated a back cover on the *Saturday Evening Post* to the Navy Department. This space will be occupied by a poster by J. F. Leyendecker, showing, in a circle, a sailor in white clasping the hand of Columbia, while below appears the well-known slogan for Gold Medal flour.

Another stunt the Navy is following is one borrowed from England. It has published a simple little card, with a seal at the bottom, to be countersigned by the local officer in charge of recruiting. This card states that some member of the household in which it is hung is fighting in the navy. A copy has been sent to the fam-



**T**HE demand for advertising space in "PUNCH" largely exceeds the available supply each year, and much desirable business has to be declined because of the rigidly limited space. But to add to the number of advertising pages in "PUNCH" would be an injustice to readers.

As the pleased reader is necessary to make profit for the advertiser, "PUNCH" sacrifices thousands of pounds worth of advertising each year by refusing to meet the full demand for advertising space which is so much in excess of the supply limit.

This sacrifice, however, is cheerfully made in order to maintain the interest of its readers and the value given to those advertisers who secure part of the limited space available in any issue. The possibility of your being excluded is, after all, merely a question of procrastination or immediate action.

ROY V. SOMERVILLE  
Advertisement Manager "Punch"  
10 Bouverie Street  
London, E.C., England

## —Best Buy of the Year

**Pearson's**  
is going to flat  
size (7¼ x 10½  
page) starting  
with the July  
issue, but you  
can buy the  
larger page for  
what you now  
pay for the  
smaller (stand-  
ard size) page in

**July  
August  
September  
October  
November  
December  
1917**

issues provid-  
ing your order  
is received by  
July 15th, at  
which time the  
new rates will  
go in effect.

*July forms  
close May 20th*

# Pearson's Magazine

*Eastern Representatives*

**LOUIS HILB**  
84 Union Square  
New York City

*Western Representatives*

**COLE & FREER**  
1828 Peoples Gas Bldg.  
Chicago, Ill.

ily of every enlisted man, with a red, white and blue cord whereby to hang it, and a supply is on hand at every one of the navy recruiting stations, in franked envelopes, to be mailed to the homes of recruits as fast as they sign up.

Space limitations compel the most cursory treatment of all the activities of loyal and patriotic individuals and organizations contributed at this time to the Government. Perhaps a model method of how these bills have been and are being distributed is furnished by a recitation of how the Mayor's Committee of New York City is helping the Federal authorities to get distribution for its bills, and also how such organizations all over the country are contributing, free to the Government, patriotic stickers designed to stimulate patriotic enthusiasm, as well as enlistments in the navy, marine corps, and army generally.

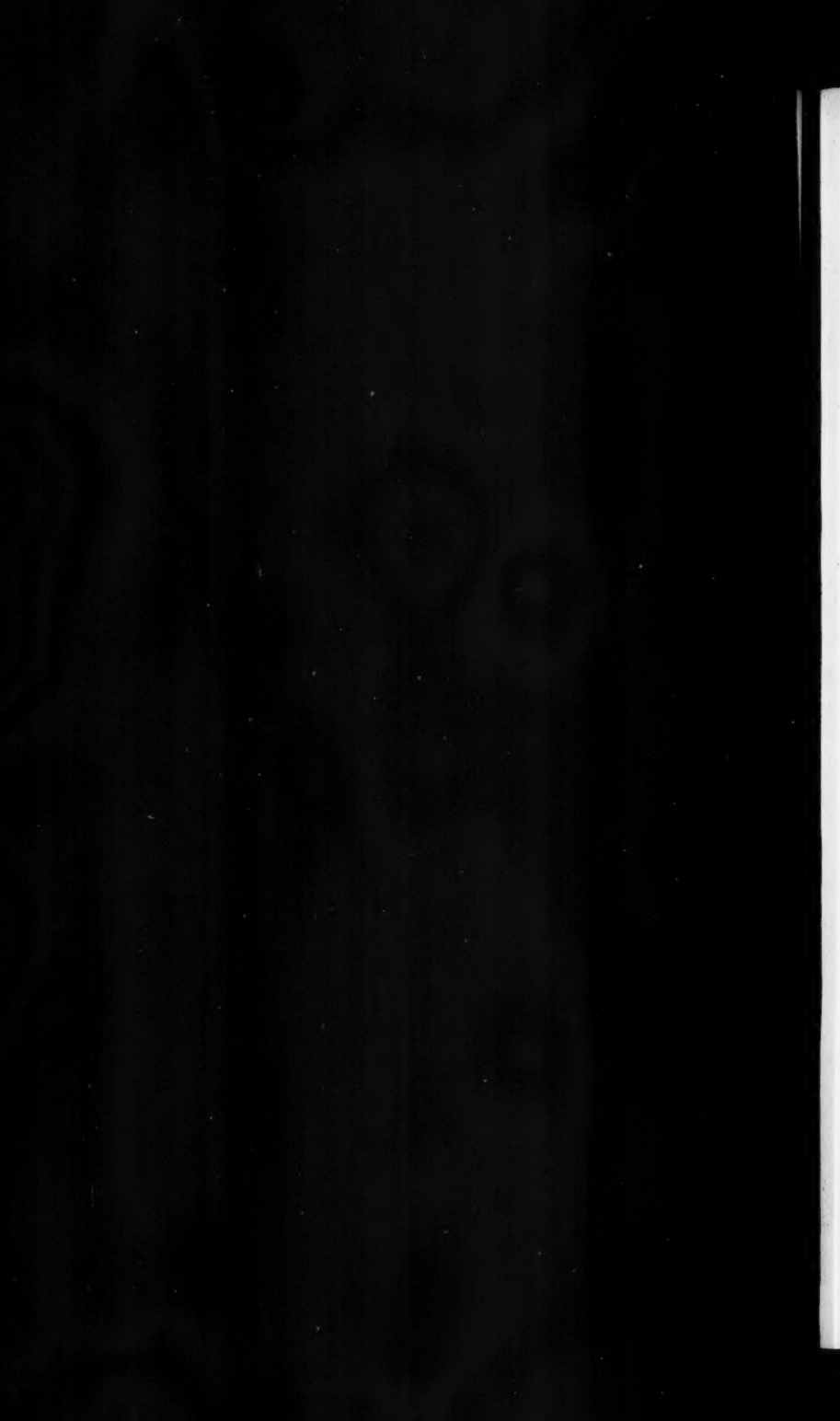
The Mayor's Committee was organized first to put through the great demonstration, now history, known as Wake Up America Day. It heralded this event by a colored poster, contributed by James Montgomery Flagg, showing Columbia asleep. Seventy-five thousand of these were rushed out, and when they were printed were distributed and posted in one day, with the aid of the local woman suffrage organization, working with the boy scouts. These volunteers were organized and distributed by election districts, and in automobiles covered the city in record time.

The Mayor's committee has also had the assistance of railroad companies, traction companies, express companies, boards of trade, hotels, in its efforts of distribution. Five thousand taxicabs in New York have received and displayed stickers embracing the call to arms.

The Mayor's committee has distributed hundreds of thousands of cards and bills, as well as 50,000 booklets for the Marine Corps and Navy, and its work has extended not only for a radius of twenty-five miles around the city, but throughout towns and cities as far east as Boston.







Our Dual Service is  
not an experiment, as  
it was inaugurated more  
than four years ago, and  
we have produced results  
with more than one  
hundred accounts.

We were one of the first publications  
to recognize the necessity for an  
adequate plan to secure dealer  
co-operation on consumer publicity.

The People's Popular Monthly

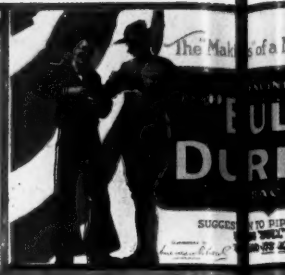
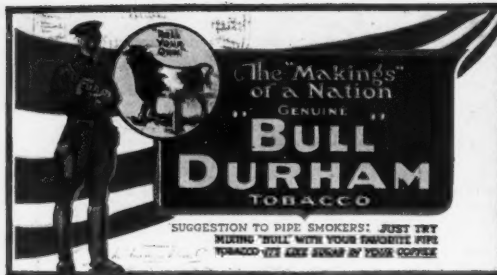
Guaranteed 750,000 net paid

Des Moines, Iowa

*Member of Audit Bureau of Circulations*



# PRINTERS' INK



## AN ARMY OF

**I**N the United States the Street Car Carries  
Million Riders every twenty-four hours.

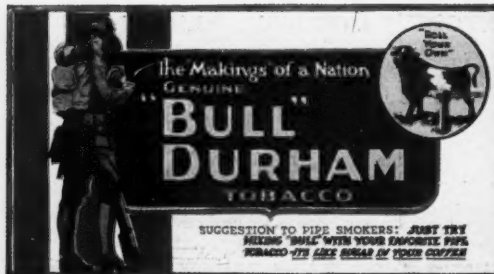
In this vast army, you will find the  
Your message is held up before the eyes of  
month after month, *constantly* throughout the

Street Car advertising enlists the interest of  
number of people *most frequently* for  
*lowest cost*, per dollar invested.

## STREET RAILWAYS ADVERTISING

CENTRAL OFFICE  
Borland Bldg., Chicago

HOME OFFICE  
Candler Bldg., New York



PRINTERS' INK

OF BUSINESS ADMINISTRATION  
Boston  
University  
of Massachusetts

OF 40,000,000

Street Or Cards are before the eyes of Forty  
ty-four hours.

will find the readers of all other mediums.  
the eyes day and night, day after day,  
y throughout the year.

the interested attention of the greatest  
uently for the longest time, and at the

WAYS ADVERTISING CO.

HOME OFFICE  
andler Bldg., New York

WESTERN OFFICE  
Monadnock Bldg., San Francisco

OUTS BY NEW CENTURY COLOR PLATE CO., N. Y.

PRINTERS' INK



**BUILDERS *of* AMERICAN BUSINESS**

**F. K. DOLBEER, TREASURER OF THE  
WILLYS-OVERLAND COMPANY**

"For several years it has been my custom to not only read the current numbers of *SYSTEM*, but also to retain them on my desk for future reference, finding in many of the articles, items which are helpful in a business way."

*F. K. Dolbeer*

**NUMBER XCII in the series of portraits of readers of *SYSTEM***







# Periodical Publishers Alarmed

Their View as Confiscatory the Proposed Three Hundred Per Cent Increase in Second-class Postage Rates

THE Periodical Publishers Association at meetings held in New York last week considered a number of important matters affecting the magazine publishing business. One of these was the new post-office rule which recently went into effect providing that publishers must realize not less than 50 per cent in cash on all subscriptions received by them. This provision, the postal officials state, was designed to curb the activities of many so-called cheap publications which have practically given away subscriptions by paying the full amount to agents as commissions, or have given premiums equal in cash value to subscribers as an inducement for them to enter their names on the subscription list.

In the discussion of the effect of this rule, objection was made that it would work great harm to hundreds of publishers of low priced but meritorious magazines. It was contended that publications selling at higher rates would be able through the employment of canvassers at large salaries and through advertising to spend as much, if not more, money in securing subscriptions than they received for them and yet have the transactions appear on the books in a manner that would indicate that half the subscription price or more had been received, thus complying with the letter of the new rule. This would place the smaller priced magazines at a disadvantage because they would not be able, because of their low subscription price and the amount of work required, to secure new readers through the employment of high salaried canvassers and through advertising. Any rule that favors any one class of publishers ought to be abolished, it was asserted.

Moreover, it was believed by some that the post-office officials had exceeded their authority in fixing the amount publishers should receive on subscriptions.

The outcome of the discussion

was the appointment of a committee to take up the matter with the Post-office Department and see if the objectionable rule could not be cancelled. It should be stated, however, that some of the members expressed their approval of the measure as it stands.

The topic that provoked the liveliest discussion, however, was the proposal now being considered by the Ways and Means Committee at Washington to incorporate in its war revenue bill a section raising the second-class postage rate from one cent a pound to from two cents to six cents, according to the zone destination of the mailed matter. This rate is practically the same as that provided in the Randall rider to the Post-office appropriation bill which was killed by Congress. Not one of the members present at the meeting favored the proposed measure. Those who spoke on the subject earnestly affirmed that any increase in second-class postage at this time would drive many deserving publications to the wall. In order to meet the extraordinary increase in the cost of white paper and other materials entering into the production of magazines, many publishers had doubled their subscription price and some had advanced their advertising rates. Still further to increase these rates now would be suicidal.

## WOULD DESTROY MANY PROPERTIES

If the government raises second-class postage 300 per cent, as proposed, not only would a large number of useful magazines be obliged to suspend publication, but the remainder would be carrying such a heavy burden that they would be unable to continue business long, especially if the war should cause a considerable curtailment in the volume of advertising.

One of the publishers who issues a large number of low-priced popular home magazines, said that if Congress only knew the facts

about the present conditions that obtain in the periodical business, it would not change the present rate on second-class matter.

Another publisher said that he had been told that the Government was also contemplating the placing of a tax upon advertising. If this should prove to be true these periodicals which, because of their large advertising patronage, survive the three hundred per cent increase in postage, will be obliged to discontinue publication.

"Why should the Government seek to destroy an industry that has become so essential to the well-being of our civilization?" asked one of the members. "We are as loyal supporters of the Government as any business men in the country, and we want to bear our share of the expense of carrying on the present war, but how are we going to be able to do it, if our organizations are destroyed?"

It was the sense of the meeting that the publishers would be willing to give all profits made to aid the Government in its war against Germany, if they were permitted to carry on their business unhampered by confiscatory postal taxation.

#### VIGOROUS ACTION URGED BY PUBLISHERS

The post-office committee, consisting of Allan H. Richardson, president of the McCall Company, as chairman; R. J. Cuddihy, of the *Literary Digest*; P. S. Collins, of the Curtis Publishing Co.; Arthur S. Moore, of *McClure's*; J. S. Seymour, of the Crowell Publishing Co., and T. A. Barrett, of the Orange Judd Co., to which the matter was referred, held a meeting on Thursday at which methods for defeating the adoption of the raise in postal rates were taken up. It was finally decided that members of the committee should go to Washington at once and secure, if possible, a hearing from the Ways and Means Committee; or, failing in that, to submit arguments sustaining the position of the Periodical Publishers Association to such officials as might be in a position to assist in defeating the measure.

On Thursday night the committee sent telegrams to several hundred publishers urging them to get in touch with the Congressmen from their districts and get them to help secure the elimination of the objectionable clause from the war revenue bill.

The committee on Saturday sent to all periodical publishers, whether members of the association or not, an earnest message on the subject, a portion of which reads as follows:

"It is a fact that if such a rate were put into effect many legitimate publications would not survive; whereas, if a tax were imposed for the duration of the war upon the profits of publishers, it would be an equitable solution. In other words, the proposed rates would require very much heavier payments of postage than the total net income of very many publishers, and the business of nearly all periodicals would at once, perforce, be contracted.

"Furthermore, one proposal, the zone system, is grossly discriminatory in that it penalizes the reader in the distant zone. There cannot be justification for a charge of six cents or eight cents being placed upon one class of citizens, in one State, and one cent upon the citizens of another State, for the same matter. But whatever form the proposed increase takes, whether it be a zone rate or flat rate, is unwise at this time.

"We wish to point out to you the essential difference between putting a heavy tax upon the processes of an elaborately constructed and delicately balanced industry, with the result of driving many out of business and contracting heavily the operations of all concerned—and taxing the results of that industry attained under conditions that have come to be the normal conditions.

"After all, the second-class postal rate is the periodicals' freight rate, on the basis of which most of the industry has been built; so that instead of an increase such as is now proposed to shippers of general freight of 15 per cent, the measure threatening us would amount to an increase of over 300



December 15, 1916.  
 "Some of our best foreign connections have been established through your fine export paper (Export American Industries)."

"We received one order alone, the profits of which more than paid for a year's insertion."

"We are very glad to tell you of the fine results we have received for we believe you are entitled to this information."

"TALCUM PUFF CO."

Brooklyn, N. Y.

# Export American Industries

will sell any type of American-made goods in the great foreign markets. Its advertisers include Ingersoll Watch, Western Clock, Kodak, Evinrude Motors, Pittsburgh Steel, Du Pont Powder, King Autos, Miller Tires, Graton & Knight, Victor Phonographs, Mallinson's Silks, Knox Hats, Foster Rubber, Gorham Silverware, Steinway Pianos, and 400 other well known American houses that are establishing a profitable business through Export American Industries and its service department.

## 40,000 Circulation Every Month

English (Foreign) and Spanish Editions

The Only Export Magazine That Is A

MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS

Export American Industries believes advertisers should have detailed information about circulations (particularly export). Therefore it sends sworn distribution statements covering each month's circulation. Don't confuse these statements with monthly statements "averaged on the year." Write us for our last statement and examine it for yourself—you'll be surprised to find that our unproductive (domestic) circulation among advertisers, prospectives and exchanges is so stated and is not listed under some such heading as "Miscellaneous."

AT YOUR SERVICE FOR EXPORT

## Export American Industries

30 Church Street - - - - New York, U. S. A.

# Strathmore Quality Papers



## Expressing the Roycroft Idea in Paper

THE Roycrofters stand for the old ideal of craftsmanship in modern printing. Many of the finest Roycroft productions are printed on Strathmore Papers.

Strathmore stands for the same ideal. Indeed, certain Strathmore Papers are identical in appearance with the old hand-made papers, and the mere sight and feel of them suggest *Craftsmanship*. Advertisers like the Roycrofters find that *Strathmore Papers say their say*.

There's a Strathmore that expresses the spirit of your business. "Paper Does Express" is a graphic demonstration booklet that will help you find it. Ask also for "Selective Mailings," another Strathmore publication with an important message to advertisers, great and small. Both are free upon request. Strathmore Paper Co., Mittleague, Mass., U. S. A.



PAPER DOES EXPRESS

You Have a Printer Who Knows.

per cent; and unlike most manufacturers who can readily "pass on" the increase, the publisher, dealing with fifty thousand or one million different people, cannot hope to negotiate a radically new contract with any part of his constituency except by slowly and expensively persuading them to a new habit; as a matter of fact, his contracts for subscriptions are already made with them for from eight months to several years.

"There are many more facts that could be advanced, but we believe the above is sufficient as a basis for you to voice your protest to the members of Congress and the Ways and Means Committee especially.

"In conclusion, permit us to again emphasize the fact that we are not protesting against contributing to the war revenue; rather we are fighting for a chance to contribute; we welcome the opportunity and feel proud to pay a proper tax. What we do seriously object to is a tax which would undermine the fundamental basis on which our industry is founded, and which will kill business to the detriment of the publishers and Government revenues alike."

## See What Happens When the Copy Is Right

THE B. F. GOODRICH RUBBER CO.  
AKRON, O., May 3, 1917.

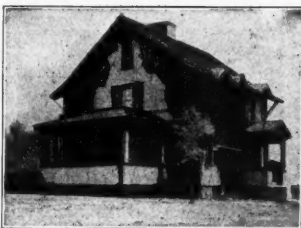
### Editor of PRINTERS' INK:

I have come to the conclusion that PRINTERS' INK is a widely read magazine. From April 12 to April 26, we received 967 requests for our correspondence booklets following the publication of the article [in PRINTERS' INK for April 12 entitled, "How the Goodrich Co. Improved Its Correspondence, Etc.," in which the offer was made to send sets of the booklets to inquirers]. They are still coming on the average of twenty a day.

The requests came in so rapidly that our appropriation for these booklets is now exhausted. We are, therefore, asking business houses to pay us the printing and mailing cost of the series, which is seventy-five cents. The series is to include twelve booklets.

We had no idea the booklets were going to be so popular.

THE B. F. GOODRICH RUBBER CO.  
A. L. IRISH,  
Office Manager.



Home of Wyman Lovejoy, successful live stock breeder of Winnebago Co., Ill., who has been an advertising patron of The Gazette for more than 25 years.

## The Breeder's Gazette

CARRIED MORE ADVERTISING IN 1916  
THAN ANY OTHER FARM PAPER.

### REGULAR MAILINGS OF THE GAZETTE FOR 1917 HAVE BEEN AS FOLLOWS:

Jan. 4.....	88,123	Feb. 1.....	97,058
11.....	90,584	8.....	97,632
18.....	91,467	15.....	98,134
25.....	94,470	22.....	98,173
March 1.....			98,208
8.....			99,131
15.....			98,127
22.....			98,195
29.....			99,122
April 5.....			99,431
12.....			99,169
Total.....			1,447,024
Average.....			96,467
Less mailed to advertisers and agencies, agricultural colleges, exchanges, etc.....			2,558
Total net paid.....			93,909

Sample copies not included in this statement. We have no "inside" or special rates for either subscriptions or advertising. No premiums, only the general excellence of The Gazette itself is offered to induce renewals, yet out of a total of 43,382 orders received during the last six months of 1916, 30,061, or 69.3 percent, were renewals, and 10,000 orders were in our office not entered on our books Jan. 1, 1917.

We only count as renewals such orders as reach us within two months or less of date of expiration.

Advertising 70c. a line, flat. For further particulars please address

## THE BREEDER'S GAZETTE

Established 1861 "The Farmer's Greatest Paper" Published Every Week  
Sanders Publishing Co. 542 South Dearborn St.  
CHICAGO, U. S. A.

### Member Audit Bureau of Circulations.



George W. Herbert, Inc.,  
Western Representative,  
111 W. Washington St.,  
Chicago, Ill.

Wallace C. Richardson, Inc.,  
Eastern Representative,  
281 Fourth Ave.,  
New York City.

# Ideas

THE difference between an effective piece of sales literature and a piece of ordinary commercial printing is mainly *ideas*.

Creating effective advertising matter is our "middle name." Been at it for years. Some of the largest advertisers and advertising managers are our customers.

Americans are the greatest advertisers in the world, yet inefficient advertising matter is one of the greatest of national wastes.

If there is any element of waste or inefficiency in your printed matter, it comes pretty near to being patriotic duty to eliminate it. We can probably help you. Why not ask us?

*The time to do it is NOW!*

**VREELAND**  
*Advertising*  
*Press*

344-348 W. 38th St.,  
New York

## Mr. Hearst Fears Extreme Economy Will Bring Panic

Says Sec. Houston's Plea for Studied Saving Will Bring on Hard Times—Food Economy Is Necessary, But Cry of Alarmist Creates Depression That Is Not Necessary

**WILLIAM RANDOLPH HEARST** takes sharp issue with Secretary Houston of the Department of Agriculture in a signed article in the *New York Journal* for May 7th. Secretary Houston caused to be published last Sunday a strong statement urging Americans to economize in order better to meet the strain of war.

Mr. Hearst's statement is as follows:

"May 6, 1917.

"To the Editor of the *New York Evening Journal*:

"Secretary Houston in this morning's papers makes an urgent demand for extreme economy on the part of the women of the United States, and says that garments should be repaired to save labor, and that shoes should be saved.

"He says to the women, 'Make saving rather than spending your social standard,' 'Make economy fashionable,' etc.

"Mr. Houston is doing his best to bring on a financial depression, and what will this country do if we have financial depression on the one hand and tremendously high taxation on the other hand?

"The period of panic that the country lately went through and which, because of war abroad and peace at home, we recently emerged from, will be surpassed tenfold if Mr. Houston's plan should be put into general operation by the people of the United States.

"A man with an ounce of intelligence, an inch of foresight, can see that if the people who have the money to spend stop buying at the stores, the stores will fail and go into bankruptcy, hundreds of employees will be discharged, the orders to the factories will be dis-



Fair List Prices Fair Treatment

# GOODRICH SILVERTOWN CORD TIRES



## Mark the SIZE of Silvertown Cord

**U**NDER the skin there are but  
**THREE** tires:

**FABRIC**, swathes of canvas; **THREAD WEB**,  
a five to seven ply **MASS** of STRINGS. And  
**CABLE CORD**, here laid bare to your sight,  
found **ONLY** in Silvertown, the original  
patent-protected cord tire.

Note the *thick, sturdy SIZE* of Silvertown **CABLE-CORD**. It is 45 to 96 times *heavier* than **WEB THREADS** and a *thousandfold* stronger. Strong enough to swing the weight of a man.

Three to four *threads* with all **AIR** in them *replaced* with **RUBBER** are twisted while warm into a **SILVERTOWN UNIT CORD**; and fifteen to twenty-four **UNIT** cords are twisted in a **CABLE-CORD**.

**A perfect welding of cord and rubber—40 PER CENT. RUBBER**—this **CABLE-CORD** keeps cool no matter how fast the automobile speeds.

Though Silvertowns, trade-marked with the Red Double Diamond, cost more than ordinary tires, you cannot afford to be without their greater comfort and ultimate economy.

**The B. F. Goodrich Rubber Co., Akron, Ohio**

Goodrich Also Makes the Famous Fabric Tires—Black Safety Treads

"SILVERTOWNS MAKE ALL CARS HIGH GRADE"

# The Theatre

in its early years had to persuade advertisers that the magazine was not *for* theatrical folks, but *about* them; not for those who *played*, but for those who *paid*.

THE THEATRE's readers are more fastidiously dressed and more sumptuously housed than those we read about in THE THEATRE.

About once every so often (sometimes, more frequently) we are forced to bring this point to a new advertiser that THE THEATRE is read and re-read by those who love the stage and the drama from the two-dollars-and-a-half worth of red plush vantage point.

*Will Chicago and Western  
Papers please copy?*

*Note the new closing date—moved forward ten days. Now the first of the month for the issue bearing date of the month following. As pathetic as it may seem, the Page Rate was unmoved.*

THE THEATRE MAGAZINE CO.

6 EAST 39th STREET

NEW YORK

continued, the factories, except those which are supplying Government orders, will be closed up and thousands of their employees will be discharged.

"The depression is already felt. The stores are already encountering the effect of this dread of high taxation and this preachment of false economy.

"How many thousands, how many millions, of the people in this country are dependent upon the liberal spending of the well-to-do elements of the community?

"How many thousands of people would be deprived of their income, deprived of their livelihood, if that liberal spending by the people who have the means to spend is suddenly ended?

"Food economy is all right and necessary. Food is SCARCE. We are sending enormous quantities of food abroad, which is daily making food scarcer. It is necessary that there should be systematic regulation and restriction of food supplies. That is a Government function, and should be exercised by the Agricultural De-

partment under sufficient powers reposed in it by Congress.

"But this alarmist cry of extreme economy, this appeal to save everywhere and spend nowhere, is nothing less than a demand that the country proceed to do the very thing which creates depression and panic.

"Not long ago President Wilson, referring to the depression from which the country has lately emerged, said that the hard times were psychological. A great many people laughed at Mr. Wilson's statement, but the fact nevertheless is that the hard times WERE largely psychological. What Mr. Wilson meant was that the people had money to spend, but were afraid to spend it, and because they were afraid to spend it, and did not spend it, there was not sufficient business and not sufficient prosperity.

"If the late depression was psychological, another depression can be created in the same psychological manner. If the people do not spend money now, we will soon have hard times again, and if in



Perhaps you have noticed  
that the accounts of this  
organization do not "change  
hands" very frequently.

Power, Alexander & Jenkins  
General Advertising  
Detroit

## A New Viewpoint In Your Business

I manage sales; manage advertising; dig deep; improve; create ideas and merchandising plans; write convincing copy.

During fourteen years I have handled, or helped to handle some of the largest campaigns—and some of the smallest; both through the trade and mail order. I can work *with* your present organization and advertising agency.

Part of my time is available for constructive work right in your establishment. I go anywhere within a night's ride of New York. Let me tell you more in an interview.

### Clinton E. Woods

Visiting Sales and Advertising Manager  
400 Convent Avenue, New York

## Scribner's Magazine

has an opening  
in their Advertising  
Department  
for a man with  
experience.

SCRIBNER'S MAGAZINE

597 Fifth Avenue  
New York

addition to high taxation which actually deprives people of the money to spend we have intimidation, alarmist statements about the necessity of extreme economy, which prevent people from spending the money that they have, we will soon have a financial crisis in the country.

"We cannot burn the candle at both ends and long have the candle.

"You cannot take away from the purchasing activity of the community, first, the money that is removed by taxation, and, second, the money that is hoarded through fear, and have anything left to sustain the business of the country.

"As a matter of plain fact, the people who can spend should continue to spend. The business of the country should go on as far as possible as usual. Every man should be kept in his proper and profitable employment, except those that are actually needed and enlisted for the defense of the nation."

### Chicago "Herald" Appoints Abrams

Leo. J. Abrams, of the advertising department of the Chicago *Herald*, has been appointed manager of foreign advertising, succeeding George F. Hartford. The resignation of the latter to become vice-president of *Home Life* was announced in *PRINTERS' INK* several weeks ago. Before joining the *Herald* Mr. Abrams was with the *Chicago Journal* and previous to that with the *St. Louis Star*.

### Aluminum Company Encourages Dealer Advertising

In making arrangements among dealers for demonstrations the Illinois Pure Aluminum Company, of Lemont, Ill., manufacturer of "18-92" aluminum ware, is paying one-half the cost of local newspaper advertising, allowing dealers to advertise as often and in as many papers as they choose.

### Ingram Promoted by Reading Railway

J. N. P. Souder, Jr., has been appointed advertising manager by the Philadelphia & Reading Railway Company. He succeeds George F. Ingram, who has become district passenger agent in Philadelphia.

# The Through Route To Success

In the printing line is by way of the CHARLES FRANCIS PRESS. Express or local accommodation. The last word in Service, Quality, Efficiency and Courtesy is what we claim and strive to live up to.

*Telephone 3210 Greeley*

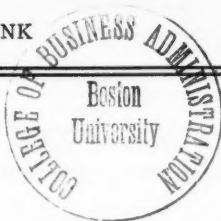
## Charles Francis Press

PRINTING CRAFTS BUILDING

EIGHTH AVENUE  
33d to 34th Streets

New York City





# The Dairy Cow

JNN, President National Dairy Council  
Kimball's Dairy Farmer, May 1st

before pays for any of the  
consumers in debt to his owner  
' feed upon payment, ceases  
the cow pays for her food daily

to me, therefore, that in any pro-  
posed national food supply,  
foremost consideration should be  
remarkable natural food-making  
dairy of

of the consumer, the widest pub-  
lic given the bulletin issued by  
United States Department of Agriculture,  
the great food value and econ-  
omy of milk products, and showing  
economy of food even at a price  
quart. "Energy-giving power,  
milk is equal to 11 ounces of sir-  
up or three-fourths pound of round  
eggs, or 17 ounces fowl," says

should bear in mind, also, the  
of the present appeal made to  
Reichsfeld Marshal von  
He calls for fat—fat—fat—fat  
s, and for the weakened peo-  
ple of Germany may hang upon the  
t. At no time in history has the  
assumed ominous a meaning.

A plentiful stock of dairy cows means not only the quickest, richest and most continuous transformation of feed into human food, but, above all, it means a daily dependable supply of butterfat—the best of all fats—and forestalls the possibility of such deep distress as is experienced in the shortage of fat in Germany.

It appears to me, then, to be the immediate duty of the government to keep stable; to stimulate dairy production by intensive education of the farmer, to the end that he may increase rather than decrease his stock of dairy cattle, and by equally intensive education of the consumer as to the food value and relative economy of milk. If it becomes necessary to take governmental action to safeguard our food supplies, the first decree to be issued, in my judgment, should be most vigorous and ceaseless efforts to prevent the slaughter of productive dairy cows; and our next concern should be an upward revision of the price of milk based upon the cost of production and a fair profit to both producer and distributor.

Assured a rich supply of milk, plenty of butter and cheese, a nation can laugh at starvation blockades.

## AIR FARMER'S HARVEST

d, milk to 25 cents a quart. Everything the dairy farmer sells is at the top of  
harvest. The spring and summer are the months when he has the most of this prod-  
uct. The summer is the time to talk to the dairy farmer. He must read his Kimball's  
Dairy Farmer. Use Kimball's Dairy Farmer this summer for this is harvest time.

Advertising Line-up

S DAIRY FARMER  
Journal and The Egg Reporter

COLUMBUS, OHIO  
John Andrews

REPRESENTATIVES

NEW YORK  
A. H. Briggs & Co.  
1 Madison Ave.

ST. LOUIS  
A. D. McKinney  
3d Nat'l Bank Bldg.

MINNEAPOLIS  
R. R. Ring  
333 Palace Bldg.



## Save a Profit on Imprinting

You imprint your dealer-material, agents' circulars and the like because it means more sales—and more profits.

But what about the imprinting *process*? There are profit opportunities there, too. When you handle imprints on printing presses—even in your own printshop—they cost at least twice what they should.

The answer is in the rail-and-chase segment of the Multigraph. It takes linotype slugs, printers' display type or regular Multigraph type, and it can save you enough money on every job to pay for other jobs.

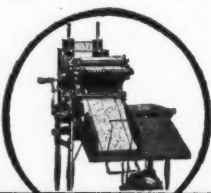
Part of that saving is in Multigraph speed—which is many times that of printing-press imprinting. We have users getting up to 50,000 a day, with changes every 500. How long would 100 changes take on a printing press—to say nothing of the running?

Labels? The Multigraph will imprint them at less than

a cent a thousand. Blotters, booklets, enclosing slips—they all are money-saving opportunities to the Multigraph.

And don't underestimate the saving—which means profit—in Multigraph convenience. Any quantity, small or large, with equal convenience means shorter runs and the elimination of waste. If a new government ruling calls for a changed label you'll have few to scrap—because a Multigraph on the job will take care of changes along with imprints.

If your mind is on profits, mail the coupon—for facts and proofs.



# THE MULTIGRAPH

The  
Multigraph,  
1820 E. 40 St.  
Cleveland,  
Ohio.

*Prove what  
you say about  
more profits  
through  
Multigraph  
imprinting.*

Name .....

Official position.....

Firm .....

Street address.....

City .....

# Cigarette Advertising Barred in Kansas

As the New Law Affects News-stand Sales Only, Publishers of Periodicals Need to Lift from Their Pages Such Advertisements in Copies Sold In That Way.

**P**UBLISHERS of magazines and other periodicals having a circulation in Kansas are somewhat puzzled as to what course to pursue regarding their news-stand sales in that State. The legislature recently passed a law which forbids the barter, sale, giving away or advertising of cigarettes or cigarette papers in Kansas. The section of the law relating to cigarettes (Section 2, House Bill No. 396, Laws of 1917) reads as follows:

It shall be unlawful for any person, company or corporation to advertise cigarettes or cigarette papers, or any disguise or subterfuge of either of these, in any circular, newspaper or other periodical published, offered for sale or for free distribution within the State of Kansas. It shall also be unlawful for any person, company or corporation to advertise cigarettes or cigarette papers on any street car sign, placard or billboard; or in any package of merchandise, store window, show case, or any other public place within the State of Kansas. Penalty—a fine of \$25 to \$100 for each offense.

When the periodical publishers read the text of the law as printed in the newspapers at the time of its enactment they were unable to determine whether the law applied to all copies of magazines sent to the State, including those sent to regular subscribers and those sold by newsdealers, or whether news-stand sales alone were affected.

In order to obtain an authoritative ruling on the matter, E. G. Criswell, secretary of the National Periodical Association, to which most of the publishers belong, wrote to S. M. Brewster, attorney-general of the State of Kansas, for an opinion. In his reply Mr. Brewster, after stating that the law would take effect as soon as published in the statute books about the middle of May or the first of June, and would be strictly enforced, he went on to say:

"The law does not say that it

shall be unlawful for any newspaper to carry an advertisement containing references to cigarettes, but that it shall be unlawful for any person, company or corporation to advertise cigarettes or cigarette papers; and one of the questions arising is whether the law merely prohibits a person dealing in cigarettes from advertising his wares in the newspapers or whether the newspaper is prohibited from receiving such advertisement.

"This office holds that the language of the statute is broad enough to prohibit newspaper owners publishing cigarette advertisements and circulating such papers containing such advertisements in the State of Kansas. Whatever doubt there might be in reference to this is removed by a consideration of a provision of our statute, which reads as follows:

"Any person who counsels, aids or abets in the commission of any offense may be charged, tried and convicted in the same manner as if he were principal."

## INTERPRETATION OF THE LAW

"So that I am of the opinion that it will be unlawful for any person or corporation owning or controlling a newspaper or periodical to carry in such newspaper or periodical an advertisement of cigarettes or cigarette papers where such newspaper or periodical is published, offered for sale or for free distribution in the State of Kansas."

"I am also of the opinion that anyone who sells such newspaper or periodical containing such advertising from any news-stand or upon any train running in the State of Kansas, while in the State of Kansas, will be guilty of violating the provisions of this statute. I am of the opinion, however, that the law cannot

reach those newspapers which are published without the State and sent into it to individual subscribers through the United States mail.

"In other words, if I am a subscriber to a newspaper published in St. Louis, Missouri, and a copy containing a cigarette advertisement is sent to me, it will be impossible for such paper or the publisher of such paper or the owner of it to be reached by our State law; but if such paper is put on the news-stand and offered for sale the person offering it for sale will be guilty of a violation of the law.

"May I suggest that inasmuch as the Federal law prohibiting liquor advertisements in certain States will be in effect in a short time; and inasmuch as this State has a law against the solicitation of orders and it will be necessary for the publishers now carrying liquor advertisements to omit them from their papers circulating in Kansas, thus requiring in some cases a special edition, such editions could have omitted from them the cigarette advertisements."

In view of the above opinion the periodical publishers are endeavoring to make up their minds as to what plan they shall pursue in regard to their news-stand circulations in that State. Three lines of action are open to them: the first is to put up the bars against all cigarette advertising; the second is to lift the cigarette advertisements from the copies sent to that State; and the third, is to discontinue the news-stand sales altogether. Some of the magazines, notably the *Saturday Evening Post* and the *Literary Digest*, some time ago discontinued all cigarette advertising. Others, in order to avoid the expense of special editions, will adopt a similar attitude.

Publications having a large national circulation, like the popular literary magazines, will probably pursue the second course by issuing special editions from which cigarette advertisements have been eliminated. While this will entail an extra expense, the publishers prefer to incur it rather

than lose the news-stand circulation they now have in Kansas.

The only periodical having a considerable sale on the news-stands of the State that has decided to abandon the field is *Leslie's Weekly*. Of course, a large number of magazines and weekly publications which have had only a small sale will follow its example.

### Advantages of Federal Registration of Trade-Marks

The fact that registration does not create a trade-mark, but merely furnishes new methods of protecting it, was emphasized by Howard S. Neiman in a speech delivered at the annual convention of the Manufacturing Perfumers' Association in New York not long ago. He said in part:

"A party's sole right to a used trade-mark is not dependent upon registration. That right is his under the common law, irrespective of any Federal or State acts. It is a part of his assets and good will and cannot be assumed by another. He can protect his trade-mark property whether or not his mark is registered. He can prevent its commercial infringement and assert his sole right of use by the production of proper and convincing evidence.

"What, then, are the advantages of Federal registration?

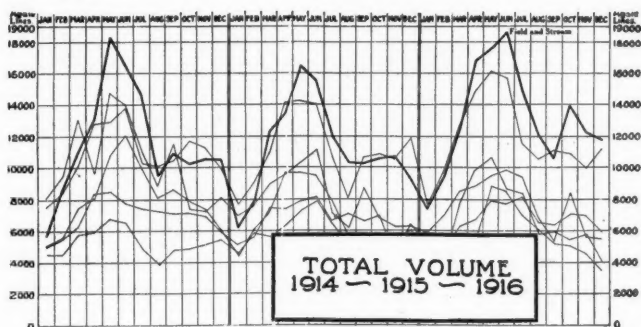
"While such a registration does not give the user any new rights, it does grant to him many valuable means for the protection of those rights, which he does not possess under the common law. To enter into these in detail would necessitate an examination into the rather involved trade-mark decisions. Among these advantages I might mention that Federal registration is prima-facie evidence of ownership, and therefore the opposing party must show use in the United States before its date; registration allows the field of use of the mark to be enlarged to cover a class of goods in distinction from a sole individual product; it may be used in evidence in a suit to restrain infringement of a common-law mark to show what complainant really claimed; it brings pre-existing rights which the proprietor may have had at common law within the cognizance of the Federal courts. The registration tends to give notice of the rights claimed, thus greatly preventing unconscious infringement; it enlarges the territorial field of the owner's rights. It places in his hands efficient machinery for the accomplishment of his legal monopoly. It throws the burden of proof upon the infringer. It grants him legal precedence and places him in the position of the offended."

Kenneth Bancroft has been appointed assistant advertising manager of *Forest & Stream*. He was formerly connected with the Hugh McAtamney and A. M. Sweyd agencies.

# Leading Consistently

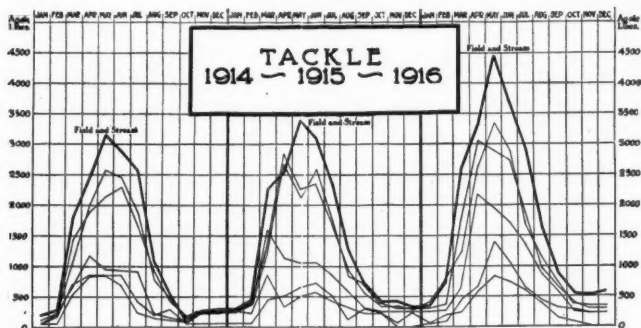
## A Graphic Chart Story

### Charts IV and V



#### THREE YEARS OF TOTAL VOLUME

<b>Field and Stream</b>	<b>139,629 + 135,154 + 157,995</b>	<b>432,778 lines</b>
National Sportsman	130,582 + 132,916 + 142,065	405,563 lines
Outing	123,150 + 95,885 + 88,572	307,607 lines
Outer's Book	97,174 + 81,273 + 79,355	257,802 lines
Outdoor Life	80,976 + 79,558 + 79,476	240,010 lines
Recreation	62,830 + 71,249 + 67,579	201,658 lines



#### THREE YEARS OF TACKLE ADVERTISING

<b>Field and Stream</b>	<b>15,582 + 17,472 + 22,197</b>	<b>55,251 lines</b>
Outer's Book	12,124 + 13,524 + 15,428	41,076 lines
National Sportsman	11,648 + 13,440 + 14,980	40,068 lines
Outdoor Life	5,929 + 7,882 + 10,500	24,311 lines
Outing	4,515 + 3,836 + 5,768	14,119 lines
Recreation	4,095 + 3,878 + 3,766	11,739 lines

**See figures on pages 140, 142 in this issue**

PRINTING CRAFTS BUILDING  
NEW YORK

WESTMINSTER BUILDING  
CHICAGO



Every advertiser has some strong message to deliver.

### PRINTED SALESMEN

will dig up your message and take it to the home of the man who buys your product.

*Established for more than fifty years. The largest high grade printers in the world*

**The Lakeside Press**

**R. R. Donnelley & Sons Co.**

Chicago, U. S. A.

## Heft the facts —

Over 75,000 circulation at \$125 a page—a rate of \$1.67 a page per thousand—the lowest rate at which \$4 a year circulation can be purchased.

We are growing with every issue. **THE ATLANTIC** is truly coming into its own.

## The Atlantic Monthly

MEMBER A. B. C.

Who also publish  
The House Beautiful

New York

Chicago

Boston

## Edison Gives Salesmen Facts for Prosperity Propaganda

A Series of Letters to Be Sent Out—Kind of Information Salesmen Are to Spread Among Associates to Show That an Era of Commercial and Industrial Prosperity Is Ahead of Us

**THOMAS A. EDISON, INC.,** has adopted the plan of sending regularly to its salesmen a series of letters about the effects on business of our entrance into the war. These letters will be in addition to those which have regularly been going out to the salesmen.

It is the belief of the company, as it is the belief of a good many other companies, that its salesmen can be of great public service by preaching prosperity and by disseminating facts which show the solid basis of our prosperity.

The traveling men have been instructed to preach prosperity not only to their customers, but also to their fellow travelers and everyone else with whom they may come in contact, such as railway clerks, railway trainmen, and even the 'bus driver. The letters are being written by William Maxwell, second vice-president of the company, and will be addressed "to the men on the firing line." Mr. Maxwell's letter of April 11th will serve to exemplify the kind of information which the company believes will be most effective if spread about by the salesmen. After a few paragraphs devoted to telling about the declaration of the war, Mr. Maxwell goes on to say:

"ECONOMIC EFFECT OF OUR ENTRANCE INTO THE WAR. Aside from the uncertainty in Wall Street as to what action will be taken by Congress in regard to taxing the profits of corporations, there have been thus far and probably will be no financial phenomena directly attributable to



It's Economy  
to reach all the family  
with one periodical.

**Youth's Companion** families  
are large spenders—both from  
choice and from necessity.  
There is no larger buying unit  
than a five- or six-member  
family.

our participation in the war. No nation ever before went to war so well prepared industrially and financially as this nation now is. It is probable, of course, that interest rates will ascend gradually, but not probable that they will reach a point where hardship will be imposed on legitimate business.

"There are three or four important controlling factors which are about as certain as anything can be:

"(1) Our exports will move more freely than heretofore.

"(2) No matter when the war ends, American manufacturing industries and American labor will be working overtime for years to come. The rehabilitation of Europe after the war will make even greater demands on our industries than the present state of war entails. One reason why German economists regret that this country has been drawn into the war on the side of the Entente Allies is because it is feared that after the war, there may exist an enmity, expressed in commercial treaties, which will withhold from Germany such of our natural resources as she will need in restoring the industries of the country to their ante-bellum state of efficiency. In other words, although Germany has not yet suffered materially from invasion, she has, nevertheless, dissipated her resources in a way which will make it necessary for her to buy largely of our basic materials after the war is ended.

"What is true of Germany, is true in a larger degree of other European nations. Russia, with her new national spirit, will undoubtedly make great commercial progress and afford us a huge market.

#### PROSPECTIVE FIELDS THAT ARE WORTH CULTIVATING

"Events of the past few days indicate a closer relationship with Latin America than heretofore and there is little doubt that this country is learning rapidly the best methods of extending trade in South America and Central America.

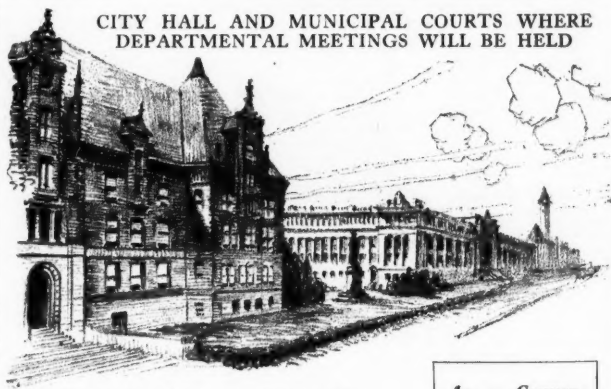
"China is another hopeful field, as the friendship of that nation for our own appears to be growing rapidly.

"(3) The prosperity of the farmer seems assured for years to come. Every bushel of cereal which he can grow and every pound of live-stock which he can raise will show him a splendid profit. It is scarcely necessary to say that cotton, wool and flax are also destined to sell for many years to come at highly remunerative prices. Assuredly the farmer has an alluring prospect ahead of him. There are incentives to intensified agriculture which never existed before. Every foot of tillable soil in this country represents large potential profits.

"(4) Our entrance into the war brings labor and capital into close co-operation. Fortunately, too, it forces to the rear the demagogism of the little men in Congress. The big men of the country will sit unofficially in the nation's councils and the legislation which we need now and at the conclusion of the war will be wisely drawn and efficiently executed. The man who holds his seat in Congress by virtue of the number of post-offices he can have built or the amount of mud he can have dug out of the rivers in his district will be rather unhappy for the next few years.

"I think that the nation will get, in timely season, whatever tariff laws it needs at the end of the war. . . .

"Everything considered, it would appear that we have ahead of us an era of the greatest industrial, agricultural and commercial prosperity which this nation has ever experienced. Here and there you and I will encounter men who look on the present situation with foreboding. It is your duty and mine so far as we may, to allay such forebodings. As we travel around the country, it is our duty not alone to preach patriotism, but also to preach prosperity. America is patriotic and she is also prosperous and will, in my opinion, remain so for many years to come."



CITY HALL AND MUNICIPAL COURTS WHERE  
DEPARTMENTAL MEETINGS WILL BE HELD

## SAINT LOUIS THE CITY WORTH SEEING

**S**AINTE LOUIS, the city surrounded by the United States, awaits with pleasure the arrival of the Convention Delegates from the Associated Advertising Clubs of the World.

We know you will like Saint Louis—everybody does.

Here you will find the homes of our City open with a hospitality unsurpassed; every comfort abundantly provided.

Along the placid waters of the Mississippi you will behold not only the industrial center of America, but picturesque hills, valleys, plains and localities that are associated in history with the stirring events of our Nation's past.

Saint Louis is a City of unending delights, where one may well spend a day, a week, or a lifetime.

The Chamber of Commerce joins with all Saint Louis in extending to you a cordial welcome.



*J. Lindgren Davis*

PRESIDENT

## Saint Louis Chamber of Commerce

"THE ORGANIZATION THAT DOES THINGS FOR ST. LOUIS"

*As a Convention Visitor you should see:—*

- SHAW'S GARDEN
- PUBLIC LIBRARY
- JEFFERSON BARRACKS
- ART GALLERY
- WASHINGTON UNIVERSITY
- BARNES HOSPITAL
- NEW CATHEDRAL
- EADS BRIDGE
- ZOOLOGICAL GARDENS
- UNION STATION
- JEFFERSON MEMORIAL
- FREE BRIDGE
- HISTORICAL COURT HOUSE
- ST. LOUIS UNIVERSITY
- BEAUTIFUL MISSISSIPPI

*And at least a few of our*

- 38 PUBLIC PARKS
- 109 PUBLIC SCHOOLS
- 18 PLAY GROUNDS

—  
ST. LOUIS

Fourth in  
Population  
Fourth in  
Manufacturing





PRINTERS' INK



# D'ARCY

## ADVERTISING COMPANY

INTERNATIONAL LIFE BUILDING  
SAINT LOUIS - - - MISSOURI

**A**dds its note of welcome to "The Glad Hand" that all St-Louis holds out to delegates and visitors to the Advertising Convention.

## Shredded Wheat, Though Descriptive, Is Protectable

The Shredded Wheat Co., of Niagara Falls, N. Y., has just won a suit in the United States District Court for the District of Connecticut, against the Humphrey Cornell Company and Frederick H. Towne, distributors for the Ross Food Co., which has manufactured a whole-wheat biscuit similar to Shredded Wheat. The plaintiff was held entitled to an injunction restraining the use of a pictorial representation of the plaintiff's biscuit on the defendant's carton. Although the cartons were substantially different, the court felt that the picture might deceive the casual purchaser into thinking that defendant's product was that of the plaintiff.

The court also held that the defendants should be restrained from using the words "Shredded Wheat" and "Shredded Whole Wheat" unless they mark their packages and product so as to specify clearly and unmistakably that the same is the product of the defendant or other manufacturer and not the product of the plaintiff. The court concedes that these words could not be used as a technical trade-mark, because descriptive. It rests its decision, however, on the principle that when terms originally of general use have come to have a secondary meaning to denote the goods of one particular manufacturer, a competitor will not be permitted to use them in such a way as would be likely to deceive the public.

The most important part of the decision is to be found in the court's pronouncement that: "As the defendant's product has been copied in its entirety from that made by the plaintiff, the plaintiff is entitled to an injunction restraining and enjoining the defendants from manufacturing or selling whole-wheat biscuit in the form, shape, size and color of the plaintiff's biscuit or in any imitation thereof, unless there is marked on each biscuit words which clearly and unmistakably specify that the same is the product of the defendants or other manufacturer or vendor, and is not the product of the plaintiff." The defendants pleaded that it was physically impossible to stamp words on their biscuits, that it would be impracticable to wrap each one separately because of the prohibitive cost, and that the form of the biscuits was essential to economic manufacture and was not chosen with a view to trading upon the good will of the plaintiff.

The court, however, considered the form of the Shredded Wheat Biscuit to be the result of accident and in no wise essential to the successful manufacture of the product. In fact, it says a much more convenient form might have been chosen, viz.: round, to fit a saucer. Since the shape is arbitrary and not essential it may not be copied in a way calculated to deceive the ultimate consumer, who, "whether in private homes, boarding-houses or at hotels and restaurants, only knows the individual biscuit to which he has become accustomed, and never sees the

package in which it is offered for sale by the retailer."

The contention of the defendants that the expiration of plaintiff's patents made the shape of their biscuits open to imitation, was overruled by the court. These patents, it decided, had nothing to do with the form, shape or size of the biscuit.

Speaking of the advertising and sales of the Shredded Wheat Company, the court said: "So great has been the advertising expense that in 1914 between \$800,000 and \$1,000,000 was expended. The business has steadily and consistently increased from year to year. In 1901 the number of individual biscuits produced and sold amounted to 175,000,000 and this production constantly increased until in 1915 it amounted to approximately 500,000,000 biscuits. In other words, the gross business increased from about \$1,250,000 in 1901 to over \$4,000,000 in 1915."

## Chicago Newspaper Men Purchase Montana Papers

Lester L. Jones, vice-president and business manager of the *Chicago Journal*, in company with Martin T. Hutchens, managing editor, and George C. Rice, sporting writer, of the same paper, have jointly purchased the *Daily Missoulian* and the *Missoula Sentinel*, of Missoula, Mont., from former United States Senator Joseph M. Dixon, of Missoula. The new proprietors will take over the active management of the two papers. Mr. Jones, for the past eleven years with the *Journal* and formerly publisher of the old *Chicago Chronicle*, will take charge of the business office. Mr. Hutchens, who becomes editor-in-chief of the newly purchased publications, was formerly managing editor of the *Chicago Inter Ocean* and at one time city editor of the *Chicago American and Examiner*.

## J. R. Moffett Back in Advertising

J. R. Moffett, formerly of the Moffett-Lynch Advertising Company, of Baltimore, has become a partner in that portion of the Featherston Poster Advertising Company, which is located in Grant County, N. M. Mr. Moffett's headquarters are at Silver City.

## Joins Sargent & Co.

A. G. Tuthill, who for the past four years has been connected with the contract sales and service work of Russell & Erwin Manufacturing Company, New Britain, Conn., has resigned from that organization to become associated with Sargent & Company, New Haven, Conn.

## Chicago Agency Branches Out

Lee-Jones, Inc., Chicago advertising agency, has opened an office in Detroit. D. Minard Shaw, formerly with the Dunlap-Ward Advertising Company, has been placed in charge.

# Campaign to "Sell" Walnut Street, Philadelphia

After a Year's Preliminary Organization Work and Occasional Advertising, a Strong Drive Is About to Start

By Philip Francis Nowlan

IF indications are borne out, the campaign to "sell" Walnut Street, Philadelphia, is likely to become a suggestive precedent for like efforts to be made in the future. PRINTERS' INK has told of sporadic instances of "street" advertising, but these efforts have not been well organized or long sustained.

Preparatory work to establish Walnut Street as the "Fashion, art, hotel and club center," began over a year ago. And now, after a year's preliminary effort, the Walnut Street Business Association has committed itself to a campaign of regular newspaper advertising.

Inasmuch as the next few years will probably witness many efforts to "sell" streets by advertising, a description of how the campaign for Walnut Street has been organized will prove suggestive.

Located in the Walnut Street district are such prominent business institutions as the Curtis Publishing Co., the *Farm Journal*, the J. B. Lippincott Co., book publishers, and the W. B. Saunders Co., medical publisher, all on Washington Square, of which Walnut Street forms one side, Alexander Sheppard & Sons, Inc., whose "Morning Sip" coffee

and "Worthmore" tea now rank among nationally advertised products, Stephano Brothers, makers of the Rameses cigarettes, and Peter Thomson, whose clothes for girls and misses are sold widely throughout the country.

Four of Philadelphia's largest hotels, the Bellevue-Stratford, the Ritz-Carlton, the St. James and the Walton, are in the movement, as well as a number of Philadelphia agencies for nationally advertised articles, such as

- Oliver and L. C. Smith type-writers, Tecla pearls (Maxwell & Berlet, Inc.), luggage novelties and men's and women's furnishings generally.

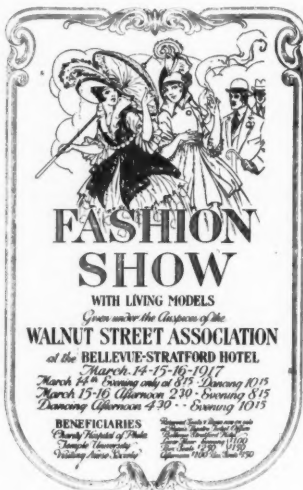
The problem faced by the merchants was this:

The two most important shopping streets in Philadelphia were Market and Chestnut, lying parallel. Walnut Street, just south of the latter, formerly was a fashionable residence street, as, indeed, the section near

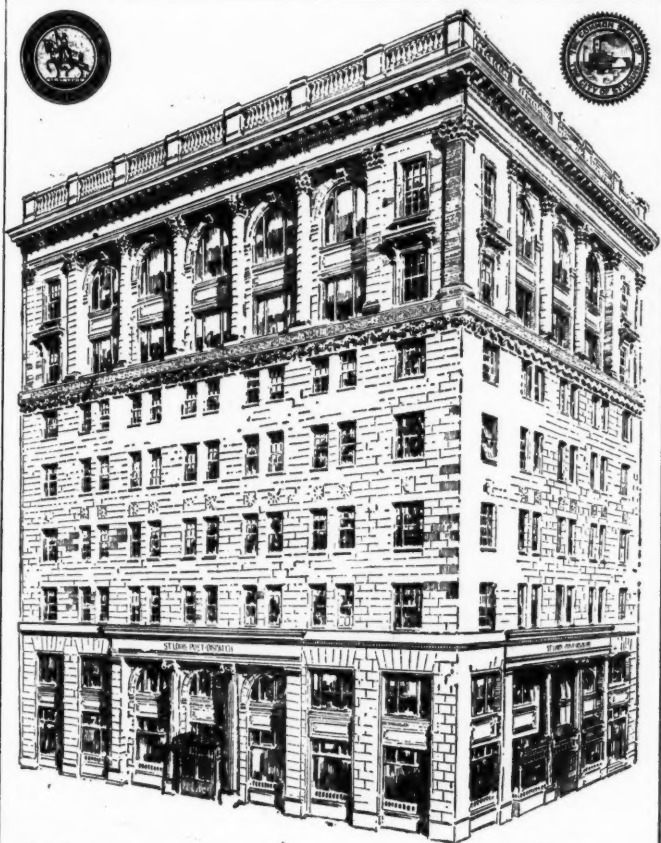
Rittenhouse Square and farther west toward the Schuylkill River is to-day.

## STREET NEAR DECAY

But the growth of business on Chestnut Street and the development of those suburban districts



OCCASIONAL ADVERTISING OF THIS KIND HAS MADE ITS EFFECTS FELT



Magnificent  
New Home of the

N. E. cor.  
12th and Olive Sts.

## ST. LOUIS POST-DISPATCH

to be completed and occupied in July, at a cost of more than a million and a half dollars.

The equipment of this modern newspaper plant embodies every good feature of all other metropolitan plants and has many exclusive features of its own.

### A Hearty Welcome

is extended to the World's Advertising Clubs to visit the new Post-Dispatch Building during the Convention in St. Louis, June 3 to 7, 1917, and thereafter.

**St. Louis' One Big Newspaper "First in Everything"**



**St. Louis Extends the Glad Hand**  
**13th Annual Convention A. A. C. of W.**  
**June 3-7**



# To all Ad-Clubbers

who would  
 agolfing go—

The MODERN HOSPITAL extends the privileges of those different courses to which members of this organization belong. We expect to be driving back and forth between clubhouses and meetings and will gladly take you or your party out and also bring you back. Just 'phone "Golf Department" (Lindell 1227) the morning of the day you wish to go.

\* \* \* \* \*

We are holding a few reservations at the Hotel Washington which we offer to those who have not yet arranged for accommodations.

To those trying for better  
 direction and longer drives

in the promotion of products suitable for hospital purposes, we can conscientiously recommend the MODERN HOSPITAL and the \$510,000,000-a-year market it thoroughly blankets each month.

Many who entered as "D Class Players" but a short time ago are now "Scratch Players" and are still lowering their scores.

Entries for the June Tournament close May 20th. The many handsome trophies are worth *your* trying for. Send us your copy and order to-day. All right—shoot!

## The Modern Hospital Publishing Co.

METROPOLITAN BUILDING, ST. LOUIS

METROPOLITAN TOWER  
 NEW YORK

CONWAY BUILDING  
 CHICAGO

Charter Member A. B. C.  
 Member Associated Business Papers, Inc.

for which Philadelphia is celebrated, drove and attracted the "residents" from the eastern end of the street. The process was hastened, of course, by the invasion of small business houses, hastened to such an extent that the retreat of the home element began to outstrip the advance of the business one, with a natural resultant deadening of property values, which in turn reacted on the business development of the section.

The Walnut Street Business Association took up the problem, and for several years handled it somewhat along the lines of the usual sectional business men's association—only more so. The membership grew from a handful to more than 350; broad policies were adopted and results achieved as might be expected, but the leaders in the movement were not satisfied with turning the street into a fairly good business district. They wished to develop it into Philadelphia's fashionable shopping district. They were not content to follow, but set their ambition on leadership.

So less than two years ago a great change came over the affairs of the association. Big publicity work was decided on. But publicity cannot be bought for a song. Money was required, and the problem of how to raise it came up. A finance committee was appointed, but the results were so unsatisfactory under the system of voluntary contributions, in which the individual member could not see why his money should go to the benefit of many who probably would give nothing, that a more radical method became necessary.

E. J. Berlet, of the jewelry firm of Maxwell and Berlet, and president of the association, was responsible for the idea which brought the results. In brief, it was decided to levy a tax on the members, as proportional to the benefits they derived from the association as could be determined. Property values were made the basis of measurement, and a tax levied on all members who were property owners of one-twentieth of one per cent of the city's assess-

ment on their properties. The maximum of \$250 was set for a year's dues and the minimum was made \$10, or "a little more than the cost of a postage stamp a day."

It was figured, for instance, that if a property is assessed at half a million dollars or more, its value will be increased through the activities of the association by at least \$250 a year.

The fund thus raised was not a big one for the work, and so in popular parlance they could not follow out the very simple plan of just "going to it." The money thrown into a general newspaper campaign with copy of suitable proportions would have been swallowed up in a jiffy, long before the cumulative effect could be felt.

#### HAD TO SELL ITS MEMBERS

It will be seen from the foregoing that the association faced the task of selling Walnut Street not only to the public, but in a large measure to a portion of its own membership.

An understanding of all these factors is necessary for an appreciation of the activities of the association.

First and foremost a limited amount of newspaper advertising was bought. As it was necessarily limited it was decided to connect it with a specific event on which popular attention could be focussed. The medium chosen was a fashion show, an activity which fitted well with a large class of its membership—firms dealing in men's and women's wearing apparel and kindred lines.

The first fashion show was given in March of 1916, and it was used as a vehicle for rather heavy advertising of Walnut Street. A second show was given in Atlantic City the following month, the selection of the time and place being due to the annual Easter pilgrimage from the Central Atlantic states in general, and from Philadelphia territory in particular, to the seashore. This again, was advertised in the newspapers. The third show was brought to a close in March of this year in the Bellevue-Stratford Hotel.

In preparation for the coming big drive of sustained newspaper advertising, the association has undertaken a number of correlated activities.

It now publishes a weekly of its own, the mailing list of which is carefully selected. The publication is in newspaper form, and in reality is a small newspaper devoted to an exposition of the aims and activities of the street as well as the advantages which it already offers. It goes to members both at their places of business and at their homes, but more important, it goes to residents in the fashionable Rittenhouse Square district. It goes to Germantown, and such outlying sections as Chestnut Hill and the communities along the "Main Line," notably Overbrook, Merion, and Ardmore.

To drive home the results of broad-gauged co-operation on its members the association conducts seven service bureaus, for the benefits of which no charge is made.

The real-estate division, for instance, has succeeded in filling every vacant improved property and a host of unimproved properties.

There is a credit bureau, to which any merchant in the association may apply by phone for confidential information before prospective customers open their accounts.

There is a collection bureau, backed up by a legal service.

There is a committee of censors to which the members can apply for confidential information regarding those who solicit from them for charity and entertainment programme advertisements, etc.

There is also another bureau which aids members in their own advertising problems.

The employment and nuisance bureaus complete the list.

Typical of the kind of copy to be placed before the public in the newspapers is the following slogan:

WALNUT STREET  
Philadelphia's  
Fashion, Art, Club  
and Hotel Centre

Noted for the  
Individual Service  
of Its Shops

Announcements to drive home the various phases of this idea will be run daily, but dealing in no way with the individual firms comprising the association. These various firms will, of course, run their own advertisements, but not necessarily—and this is a feature of the campaign plans—contiguous to the advertisement of the association.

#### TO AVOID "GROUP ADVERTISEMENT"

It has been thought best to leave the widest latitude to the individual members in the selection and the placing of their space and the handling of their own copy. The "group advertisement" is to be avoided religiously, as it is felt that the tabular form and restricted space of the contributors, run under the general heading, detracts from the effectiveness of the individual announcements.

An effort will be made, indeed, to group the advertisements in a general way, but the guide will be their proximity in the paper to the news which attracts the particular class of readers they are designed to reach and the judgment of the newspaper's make-up man in placing them in the page.

Thus the advertisements for articles of men's wear will be grouped generally in the sections of men's interest, the business and the sporting pages, while those of the shops which cater to the women's trade will be grouped in the section devoted to society, fashions and other women's interests.

The Walnut Street Business Association leaders do not feel that it is an experiment, except perhaps as to a detail here and there. They hold that they have sold Walnut Street already with marked benefit to their constituents. They intend to sell more of it and to sell it more consistently.

#### Bridgman Elected to the Board of Regents

Herbert L. Bridgman, business manager of the Brooklyn *Standard Union*, has been made a member of the New York State Board of Regents by the legislature. He succeeds the late William Berri, owner of the *Standard Union*.





**St. Louis Extends the Glad Hand**  
**13th Annual Convention A. A. C. of W.**  
**June 3—7.**



**St. Louis' Representative Newspaper for 65 Years, Extends Its Famous "Glad Hand"**

The GLOBE-DEMOCRAT urges you to come to St. Louis June 3-7, and take part in America's Greatest Business Congress—the 13th Annual Convention, Associated Advertising Clubs of the World.

The GLOBE-DEMOCRAT'S ablest writers and artists will "cover" every feature of the great gathering. You will seek the GLOBE-DEMOCRAT first—then you will daily mail it home to "the folks."

If you are an advertiser, you know that St. Louis Convention time is the time to use space in St. Louis' representative newspaper. Reap the benefit of our great regular quality circulation *plus* the circulation among the thousands of Convention visitors. Better take this up with your Advertising Agency at once.

**St. Louis Globe-Democrat**

*"It Dominates the Morning Field."*





## *St. Louis Extends the Glad Hand*

*13th Annual Convention A. A. C. of W.*

*June 3-7*



# "Business as usual!"

and, as usual, a warm welcome  
to all visitors to St. Louis;  
also—

a very special welcome to delegates and  
visitors to the Convention of the Asso-  
ciated Advertising Clubs of the World!

Come in and see us. Our  
offices are at your command.

## RUEBEL-BROWN, INC.

ADVERTISING AGENCY

SUITE 228-229-230 BOATMEN'S BANK BUILDING  
ST. LOUIS, MO.

"CONSTRUCTIVE ADVERTISING"

# Zone Second-Class Postage Rate Has Strong Support at Wash- ington

Being a Part of War Tax Bill, However, It Is Likely to Be Well Debated

*Special Washington Correspondence*

**I**NDICATIONS at Washington just before PRINTERS' INK went to press are that the proposition to advance second-class postage rates will be lengthily debated. The war-tax bill, of which the postage proposition is a part, is not assured merely because of the endorsement of the House Committee on Ways and Means. Congressional sentiment on the best means of raising taxes is very much divided. Indeed this new proposed taxation has set up cross currents of influence almost without parallel.

Anybody is entitled to guess what features of the tax bill will be retained. But nobody knows.

Congressmen in the present emergency are feverishly anxious to devise forms of taxation that will be absolutely universal in application—that will, in other words, compel every resident of the Republic to contribute his mite to the war chest. Most of the rows thus far precipitated over this revenue measure have been induced by the protests of Congressmen who feel that this or that interest is disproportionately taxed. A postal increase has, from the first, appealed to many Congressmen as an ideal form of levy in that it will supposedly hit everybody.

But in reporting that a PRINTERS' INK inquiry at Washington shows that the postal rate increase has more than an even chance to go through, this journal does not wish to be put in the position of predicting that the zone system recommended by the sub-committee will go through unscathed, or, indeed, that any zone system whatever will be adopted. As a matter of fact, some members have been found who favor a postal rate increase, but do not believe in the zone system at all and other members who want the

first-class rates raised, but do not believe in tampering with second-class rates.

A majority of the more influential Representatives of both parties seem, however, to be willing to accept, if not actually enthusiastic for, the pro-rating of second-class mail on the parcel-post zone system. The members from the country districts who stood out strong in the fight in the last Congress against any added burden on local newspapers are yet standing by their guns in favor of the free-in-county privilege and a continuance of the one-cent-a-pound rate in the first, second and third postal zones. A rather numerous contingent are in favor, as already reported in PRINTERS' INK, of a continuance of the cent-a-pound rate on reading matter in newspapers and periodicals and an increased rate, on the zone basis (parcel-post rates, to be exact), for the advertising sections of all publications. A third quota has been lined up by the members of the Ways and Means Committee for a brand new proposal which proposes a rate of two cents a pound for the first zone; three cents for the second and third zones; four cents per pound for mailings to the fourth and fifth zones; a pound rate of five cents in the sixth and seventh zones; and eight cents in the eighth zone.

## MEMBERS WILL HAVE THEIR IN- TINGS ON THE FLOOR

The significant point, however, is that this is not a legislative proposal which will be cleaned up in committee and where the approval of the enacting bodies will be purely perfunctory. Numerous Congressmen, peeved at not having been taken into the confidence of the Ways and Means Committee during the framing of the bill, have given warning that they pro-

pose to make a fight on the floor of the House on items not to their liking and even if a special rule is brought in to expedite the progress of the revenue act in the House, there remains to be reckoned with the Senate where debate is not so readily shut off, even under the new rules adopted by the present body.

Appreciating, apparently, this aspect of the situation, most of the periodical publishers who are up in arms against the proposed second-class rate increases are planning to make their main fight, if it appears worth while or necessary, on the floor of each House—the publishing industry having numerous representatives in each body. That does not mean, though, that publishers have not protested to the Ways and Means Committee. Confronted with the warning that the committee would grant no hearings to any of the interests affected, the publishers have nevertheless bombarded the committee and individual committeemen with telegrams and letters pointing out that the proposed burden, especially in the case of periodicals of national circulation, would be well nigh crushing.

#### NEWSPAPERS HAVE NOT PROTESTED

The chorus of protest from the farm papers has been strongest, which, as is proverbial, stand the best chance of moving Congressmen to repentance if anybody can. Monthlies and weeklies of national circulation have likewise registered their emphatic objections, but, oddly enough, down to date the Ways and Means Committee has not received a single protest from a newspaper (except the *Christian Science Monitor*). Friends of the postal raise are making capital of this silence on the part of the newspaper publishers as indicating that these publishers realize that they must bear their share of the new taxation via this channel.

Another circumstance that is being played up to belittle the protests of publishers is that thus far no complaints have been received from the general public against the proposal to increase the do-

mestic letter rate from two to three cents. Direct-by-mail advertisers, moreover, have not even grumbled at the suggestion that postal-cards be carried at a fee of two cents instead of one cent.

To correct a wrong impression that has evidently been gained by some advertisers and publishers, PRINTERS' INK takes occasion to explain that the postage rate increase that figures so conspicuously in the revenue debate is not a proposition that in its present form originated in the Post Office Department. Although the Department, from the Postmaster-General down, is known to favor almost any scheme that will boost second-class rates, the plan worked out by the sub-committee was suggested by Secretary of the Treasury McAdoo. It is, of course, the function of the Treasury Department to formulate for Congress revenue proposals. Under such circumstances a Treasury suggestion if disapproved by the Post Office Department as likely to affect detrimentally its income, might not meet approval in Congress. No such objection is likely to be interposed in the present instance, however, inasmuch as the Department is keen to increase second-class rates and the Postmaster-General on his own initiative had an estimate made some months ago as to the increase in income that would result from an advance of the letter rate from two to three cents.

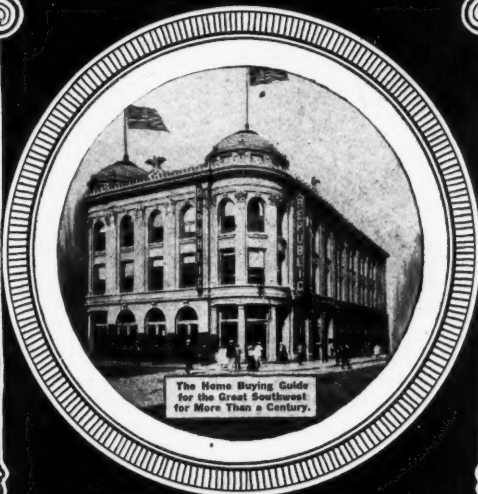
From the way some transactions have been carried through at Washington it might be suspected that Congressmen were blandly figuring an increase in postal revenue on the theory that all present business can be retained at the increased rate. This may be true of letter mail, but it is not true of newspaper and periodical mail. Members who are gifted with foresight have voiced to PRINTERS' INK their expectation that if second-class rates are advanced publishers will divert so much of their mailing as may be economical to express or other channels. In this anticipation, indeed, do we find the animus of various legislative proposals designed to force into



*St. Louis Extends the Glad Hand*  
**13th Annual Convention A. A. C. of W.**  
 June 3-7



**THE ST. LOUIS REPUBLIC**  
 Welcomes You to the  
 Convention City.



The Home Buying Guide  
 for the Great Southwest  
 for More Than a Century.

In spite of the fact that The Republic increased its subscription rates and doubled the selling price of copies sold by dealers and on the streets, it made a gain in its average daily net paid circulation of 2½ per cent, while The Globe-Democrat, which also increased its rates, lost 11½ per cent of its circulation. These figures are based upon the report made to the Government April 1 and are for the six months ending March 31, 1917, compared with the same period of 1916. For sixteen consecutive months The Republic has made consistent gains in paid advertising. The newspaper that is demanded by the people is in demand by the advertiser. The Republic brings results.

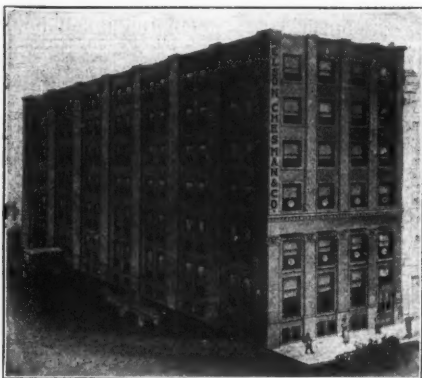


St. Louis Extends the Glad Hand  
13th Annual Convention, A. A. C. of W.  
June 3—7



## Nelson Chesman & Co.

will keep open house  
at 1127-29 Pine St. in



## The Publicity Building

Nelson Chesman & Co., Builders and Owners  
Midway between the Jefferson Hotel  
and the City Hall.

Unexcelled equipment for the handling  
of magazine and newspaper advertising  
and all forms of publicity.

Branches at New York, Chicago, Buffalo  
and Chattanooga.



Come In  
And Make Yourself  
At Home



the mails all periodicals shipped by rail.

With everything in sight that is taxable nominated for an impost of one kind or another it seems almost too much to hope that postage rates will escape, but there is yet time for protests against administrative schemes that threaten undue inconvenience. For example, some publishers are awakening to the fact that quite aside from the increase in their postage bills there may be a sharp spurt in mailing-room expenses, owing to the insistence of the Government that mail posted under the zone system be sorted as to zones, with postage calculated in accordance with the sliding scale.

There is no occasion to modify the statement made in *PRINTERS' INK* several weeks ago to the effect that some of the congressional supporters of the scheme for a revision of the postal rates are behind the plan with one thought for war revenue and two for the furtherance of a pet hobby for an increase in second-class rates. The degree of determination in this quarter is indicated by the fact that Judge Moon, chairman of the Post Office Committee of the House, has introduced a bill (H.R. 2869) which would on and after January 1, 1918, apply the parcel-post rates to "that portion of newspapers, magazines or other publications devoted to paid advertising matter." In this bill publishers are specifically required to separate or "make up" to zones in any manner that the Postmaster-General may require.

### U. S. Rubber Sold Up on Footwear

"By the end of January," President Colt, of the United States Rubber Company, is quoted in the *Boston News Bureau*, "we had taken orders for practically all of the footwear we can turn out until the end of 1917. If we had the additional capacity we could secure business for at least 50 per cent additional."

This statement is of special interest in view of the big advertising space that is being used in behalf of "Keds," which is the trade name for the company's rubber-soled canvas shoes, and "Rinex" composition soles.

## Must Advertisers Sacrifice Good Will to War-Time Needs?

**Food-Control Plans Would Have Serious Effect on Reputation of Widely Known Brands—Millers and Breakfast-Food Manufacturers Especially Affected by Suggested Legislation.**

*Special Washington Correspondence*

IT is a mighty fine scheme the Secretary of Agriculture and his assistant secretary have hatched for increasing the flour supply of the nation. But it is one that will have to be closely watched in its workings by advertisers of flour and other mill products lest it result in impairing the good will of their most widely known brands. Another angle of the governmental campaign for food economy seems to suggest an unwarranted war-time sacrifice of widely advertised American breakfast-foods without any adequate compensation in nutriment or monetary saving.

The situation with respect to wheat flour is most interesting in that it indicates that advertisers with good will to preserve must do their own thinking with respect to ways and means. Your easy-going Uncle Sam is quite willing, apparently, to accept almost any sacrifice by an advertiser as a matter of course in these days of war stress. The conditions with respect to flour would seem to suggest, however, that here is one case—and doubtless there are many others—where the exercise of a little ingenuity would enable the Government to attain its ends without playing hob with the prestige of an advertised name and product.

From the viewpoint of the men at the head of the Department of Agriculture it is highly desirable that we increase our cereal production, and if we cannot increase cereal production—as seems doubtful this season—that we do the next best thing by increasing the output of flour from the fixed quantity of wheat available. It must be wheat flour, because a

large share of American consumers and an even larger proportion of the population of the allied countries that we have undertaken to help feed will not eat corn-bread to any extent and even balk at the presence of more than a modest proportion of corn in wheat flour.

Given this inelastic situation, the Secretary of Agriculture has suggested to the Senate, in response to Senate Resolution No. 26, that the flour supply of the United States might, on the basis of a normal crop, be increased by some 18,000,000 barrels a year by the expedient of milling the wheat so as to make 81 per cent of the kernel into flour instead of 73 per cent as at present. The Secretary admits that the problem has many sides and that various important issues are involved, hence action should be taken only after investigation, but Assistant Secretary Carl Vrooman, of the same department, is the more ready to rush in. He has visions of "war bread" made from whole-wheat flour that would, as he figures it, have the effect of increasing our wheat supply approximately 60,000,000 bushels.

While some concerns, notably the American Flour and Cereal Mills Company, of Minneapolis, are reported as enthusiastically falling in with the Vrooman plan, the firms that control most of the extensively advertised flour trademarks are not joyous over the prospect. To shift to whole-wheat flour or even to change the composition of their established grades is, of course, to risk a loss of public confidence in "the kind you have always used." Assistant Secretary Vrooman admits that the most serious aspect of the situation lies in the circumstance that the millers "could no longer sell flour according to their well-known brands," but he banks on the example that European millers "have patriotically subordinated their business interests to the interest of the country as a whole." That the situation in the United States is not yet on a parallel with that in certain parts of the Old World is evidently not

taken into account by the Government official, and he likewise makes no allowance for the fact that few, if any, European millers have ever spent in advertising any such sums as the leading American milling concerns have invested in the good will of their popularized brands.

That the breakfast-food manufacturers not less than the flour millers must needs give a sharp economy slant to their advertising copy if they would hold their public is intimated by another suggestion that the Secretary of Agriculture has made to Congress and to the country. The "refined commercial foods known as breakfast foods" are held up to the country as "much more expensive" than home-grown and home-prepared products that are suggested as substitutes. The thought occurs that in view of this official estimate breakfast-food manufacturers may deem it worth while to emphasize more than ever before such assets as sanitary conditions of manufacture and packaging, etc., even as the flour miller who stands his ground will have a strong argument, for instance, in the poor keeping qualities of whole-wheat flour, particularly in summer.

### Summer School of Advertising

The educational committee of the Cleveland Advertising Club is planning to conduct a "Summer school" for inexperienced advertising men, at which various phases of advertising will be taken up in an elementary fashion. The primary purpose is to provide instruction for those not sufficiently versed in advertising to obtain maximum benefit from the talks given at the noonday meetings of the club. The proposed lecture course includes twelve fundamental subjects, as follows:

1. Gathering and Compiling Data for the Manufacturers.
2. Gathering and Compiling Data for Merchants.
3. Gathering and Compiling Data for Financial Houses.
4. Gathering and Compiling Data for the Professions.
5. How to Use Data.
6. Type.
7. Illustrations.
8. Layout.
9. Printing.
10. Newspaper Copy.
11. Magazine Copy.
12. Direct Appeal.



## St. Louis Extends the Glad Hand

13th Annual Convention A. A. C. of W.

June 3—7



**M**ISSOURI—where the hospitality of the South joins the enterprise of the North.

In a land of agricultural abundance.

Covered by a farm paper that ably represents both spirits.

We bid you hearty welcome.



# Missouri Ruralist

Member { *Audit Bureau of Circulations*  
*Agricultural Publishers' Association*

JOHN CASE, Editor

C. H. ELDREDGE, Advertising Manager

1106 Chemical Building  
ST. LOUIS, MO.



# Calling Commerce to the Colors

in St. Louis  
June 3 to 7

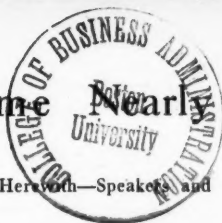


**M**EETING in their Thirteenth Annual Convention, in the City of St. Louis, June 3rd to 7th, the Associated Advertising Clubs of the World propose to devote their energies, experience, and abilities to the service of "Uncle Sam."

All business men are invited to attend this important annual conference of the country's most capable advertisers that by such association they may better their commercial methods, partake of the hospitality of St. Louis, and most important of all, "do their bit" in meeting the exigencies of our greatest National emergency.

CONVENTION BOARD, ADVERTISING CLUB OF ST. LOUIS  
Mercantile Club Building St. Louis, Mo.

# Convention Programme Completed



Several of the Departmental Schedules Given Herewith—Speakers and Subjects

**P**RINTERS' INK presents herewith the detailed programme for the St. Louis convention of the A. A. C. of W. so far as it is completed at the hour of going to press. Several departments have not yet reported their lists of speakers to Chairman Lewellyn E. Pratt, and in a few instances the departments which have already reported are short a speaker or two. It is hoped that all these gaps will be filled during the next week.

As was reported in PRINTERS' INK of March 29, the Sunday morning "lay sermons" have been omitted from this year's programme, and instead an endeavor will be made to have pastors who have used advertising successfully in their church work preach in those churches which request such talks.

At the inspirational meeting Sunday afternoon, which will have a patriotic flavor this year, United States Senator Hiram W. Johnson, of California, has been invited to speak. President Herbert S. Houston and Mr. Pratt made a special trip to Washington last Tuesday to place in his hands a handsome hand-lettered invitation in the shape of a large book containing the signatures of city officials of St. Louis, the St. Louis Civic Association, the retail interests, the public utility corporations, the Bar Association, the daily newspapers, banks and trust companies, Manufacturers' Association, the wholesale interests, the Advertising Club of St. Louis, and the officers of the Associated Advertising Clubs.

It is not possible at this time to announce the exact topics of all the speakers at the big general sessions to be held every morning, nor at the inter-departmental meetings in the afternoons, which will be open to all delegates, and similar to the general sessions in

character. The list of these speakers is practically complete, however, and includes:

Louis W. Hill, president of the Great Northern Railway Company; John M. Willys, of the Willys-Overland Company; John H. Patterson, president of the National Cash Register Company; Hugh Chalmers, president of the Chalmers Motor Car Company; G. Harold Powell, president of the California Fruit Growers' Exchange; Louis K. Liggett, president of the United Drug Company; Thomas E. Wilson, president of Wilson & Company, the Chicago meat packers; Hon. Festus J. Wade, president of the Mercantile Trust Company of St. Louis, who will speak on "Advertising and Its Relation to the Distribution of Foreign Credits"; Hon. W. L. Saunders, vice-president of the Ingersoll-Rand Company; H. J. Heinz, president of the H. J. Heinz Company; David Kirschbaum, president of the A. B. Kirschbaum Company, whose topic will be "What Advertising Has Done for the Clothier"; John A. Busch, president of the Brown Shoe Co., St. Louis; Mrs. Julian Heath, president of the National Housewives' League, who will present the consumer's viewpoint in regard to advertised goods, and S. C. Dobbs, of the Coca-Cola Company.

## SAVES TIME FOR CONVENTION WORK

The addresses of welcome, which have heretofore taken up a large part of Monday, the first business day of the convention, have been scheduled for Sunday afternoon at the inspirational meeting. These will be delivered by Governor Frederick D. Gardner, of Missouri; H. W. Kiel, mayor of St. Louis and M. P. Linn, president of the Advertising Club of St. Louis. The invocation will be given by Archbishop

John J. Glennon, and the benediction by Bishop Daniel S. Tuttle. The music at this meeting will be given by the Pageant Choral Society and the St. Louis Symphony Orchestra.

At two of the general sessions, speeches by former presidents of the association will be given. Those who have accepted are W. N. Aubuchon, E. D. Gibbs, S. C. Dobbs and William Woodhead.

Music will be one of the striking features of the convention this year. There will be a short musical programme before the opening of each morning session, and perhaps a concert Sunday evening in front of the Jefferson Hotel. On Tuesday night there will be a performance of the opera Aida, with an orchestra of 110 pieces. There will be 450 voices in the chorus, and the ballet will embrace fifty people. This performance will be held in the new outdoor municipal theatre at Forest Park. This theatre is now under construction and will seat more than 9,000 people. The audience will be seated on a hillside.

While all the official reports of officers will be printed so that the delegates may take them home and digest them at their leisure, brief talks on various phases of club activity will also be made Thursday morning. The speakers will be: Merle Sidener, chairman of the National Vigilance Committee, or Richard H. Lee, special counsel for the committee (or both); Frank Stockdale, secretary of the National Educational Committee; William H. Ingersoll, chairman of the Committee on Retail Business Systems; Mac Martin, chairman of the National Research Committee, and others. As usual, Thursday afternoon will be given up to electing officers and confirming the selection of the next convention city made earlier in the week by the advertising club presidents at a dinner given them.

Plans for the advertising pageant, to be held Monday night, are being worked out rapidly and a large number of entries have already been made.

Following are the departmental

programmes which are already complete, or practically so:

#### GENERAL ADVERTISERS

The general advertisers have arranged no programme for their department. They will hold a brief business meeting and will then adjourn so that the members may take part in the meetings of any of the other departments which they may wish to attend. Many of the general advertisers are members of the Association of National Advertisers, which will hold its convention at Detroit immediately before the St. Louis convention.

#### ADVERTISING AGENTS

The advertising agents will follow the same course as the general advertisers.

#### ASSOCIATION OF AMERICAN DIRECTORY PUBLISHERS' DEPARTMENT

Chairman, Wilson H. Lee, the Price & Lee Co., New Haven, Conn.

"Value of the City Directory to the Retailer as an Advertising Medium," Frank Stockdale, secretary and lecturer, National Educational Committee, A. A. C. of W.; "The Use of Trade and Professional Magazine Advertising for Directories," George F. Whipple, Thomas Publishing Co., New York; "The Use of City Directories in the Commercial Classes in Schools."

#### BUSINESS PRESS DEPARTMENT

Chairman, Allen W. Clark, Pres., American Paint Journal Co., St. Louis.

President's Address, A. A. Gray, Pres., the Associated Business Papers, Inc., Chicago. Introductory Remarks, Allen W. Clark, Pres., American Paint Journal Co., St. Louis. "The Important Part Played by Each Department of Business Papers in Lowering the Cost of Distribution": (1) Circulation Department, W. D. Gregory, manager of circulation, David Williams Co., New York; (2) Editorial Department, A. C. Smith, editor, *The Drygoodsman*, St. Louis, and (3) Advertising Department, H. R. Strong, publisher, *The National Druggist*, St. Louis. "When and How to Use Business Papers," Harry Tipper, manager, *The Automobile*, New York. "Advertising to, Through and for Retailers," A. C. Pearson, general manager, *Dry Goods Economist*, New York. "Trade Paper Advertising a Paying Investment," W. M. Smith, Pres., P. Centemeri & Co., New York (Centemeri Gloves). Chairman for second session, John Clyde Oswald, Pres., *The American Printer*, New York City. Introductory Remarks, John Clyde Oswald. "The Copy Factor in Efficient Business Paper Advertising," Charles L. Benjamin, Milwaukee, Wis. "The Benefits Derived from the Editorial Conference of the New York Business Paper Publishers," F. M. Feiker, editorial director, *Electrical World* and *Electrical Merchandising*, New York. "The Economy of Business Paper Advertising," H. E. Cleland, Service Department, McGraw-Hill Pub. Co., New



St. Louis Extends the Glad Hand  
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June 3-7



MAY WE HELP YOU ANSWER  
THE ETERNAL QUESTION  
“HOW CAN WE GET MORE  
BUSINESS?”

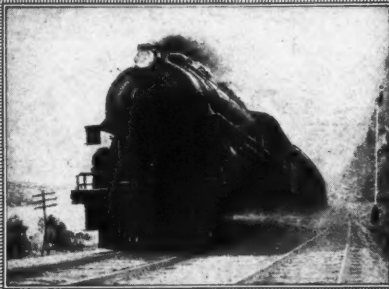
This Company is a highly specialized promotion organization whose sole purpose is to help you answer this great question.

We have a complete agency organization for the promotion and sale of meritorious merchandise.

Regardless of your location we can give you good service, better perhaps than you have heretofore known. We are willing to give all the time that may be necessary—either in your offices or ours—to convince you.

**Fisher**  
Steinbruegge  
**ADVERTISING CO.**

1627-29-31 WASHINGTON AVE.  
ST. LOUIS, MO.



## Two Superb Trains of the West and Southwest

Something more than strings of cars  
and locomotives fast steel trains  
plus a service equal to that found  
in the great metropolitan hotels.

### *THE* **Sunshine Special**

In daily service between  
St. Louis or Memphis  
Texarkana  
Dallas, Fort Worth  
Houston  
Galveston, Austin  
San Antonio, El Paso  
Los Angeles

### *THE* **Scenic Limited**

In daily service between  
St. Louis, Kansas City  
Pueblo, Glenwood Springs  
Denver, Royal Gorge  
Colorado Springs  
Salt Lake City, Sacramento  
Stockton, Oakland  
San Francisco

For further information, literature, reservations, etc., address

C. I. STONE, Passenger Traffic Manager  
Saint Louis



York. "The Kind of Advertising That Lowers the Cost of Advertising," C. A. Tupper, Pres., the International Trade Press, Chicago. "Co-operation," Jesse H. Neal, executive secretary, the Associated Business Papers.

#### DIRECT-MAIL ADVERTISING ASSOCIATION DEPARTMENT

Chairman, Charles Henry Mackintosh, Stewart-Mackintosh Co., Duluth, Minn.

Monday, June 4th—General Subject: Introduction to the Business of the Meetings. "How Direct-Mail Advertising Lowers the Cost of Production," Statement by the chairman, "How This Session Will Be Conducted," Charles Henry Mackintosh, vice-president, Stewart-Mackintosh, Inc., Duluth, Minn. "How Direct Advertising Has Been and Can Be Used to Lower Costs," Homer J. Buckley, president, Buckley-Dement & Co., Chicago, Ill. Discussion led by E. G. Weir, advertising manager, P. D. Beckwith, Inc., Dowagiac, Mich. "How House Organs Have Been and Can Be Used to Lower Costs," Robert E. Ramsay. Discussion led by Robert C. Fay, advertising director, Chicago Paper Company, Chicago, Ill. "Stimulating Distribution and Lowering Costs by Direct-Mail Advertising to Salesmen and Agents," Gridley Adams, advertising manager, Macavoy Advertising Agency, Chicago, Ill. Discussion led by Jack W. Speare, advertising manager, Todd Protectograph Company, Rochester, N. Y.

Tuesday, June 5th—General Subject: "How Direct-Mail Advertising Lowers Cost of Distribution from Manufacturer to Dealer." From the standpoint of the food-product manufacturer, M. F. Harris, advertising manager, Armour & Company, Chicago, Ill. Discussion led by Norman Lewis, sales manager, Scientific Products Co., Steubenville, Ohio. From the standpoint of the wearing-apparel manufacturer, George L. Louis, advertising manager, A. Stein & Co. (Paris Garters), vice-president, Arnold Joerns Company, Chicago, Ill. Discussion led by Martin Tuttle, proprietor, Motor List Co., Des Moines, Iowa. From the standpoint of the furniture manufacturer, Henry Way, treasurer, Minneapolis Bedding Co., Minneapolis, Minn. Discussion led by Robert E. Ramsay.

Wednesday, June 6th—General Subject: "How Direct-Mail Advertising Lowers Cost of Distribution to the Ultimate Consumer." "Manufacturer to Consumer—Stimulating Sales for the Dealer," R. M. Nicholson, advertising manager, Berger Mfg. Co., Canton, Ohio. Discussion led by C. Lee Downey, president, the C. Lee Downey Co., Cincinnati, Ohio. "Dealer Stimulating Sales for Himself." How dealer has hitched national advertising to his store through direct-mail advertising, J. B. Mills, sales manager, the J. L. Hudson Co., Detroit, Mich. Discussion led by W. K. Lampert, president, Ad-Sell League, L. P. Hardy Co., South Bend, Ind. "Direct-Mail Advertising as Applied by the Mail-Order House," Henry Schott, advertising manager, Montgomery Ward & Co., Chicago, Ill. Discussion led by Herbert Ross, president, Ross-Gould, St. Louis, Mo.

#### EXPORT CONFERENCE

(Under Auspices of Association of National Advertisers)

"The Value of the Sales Letter in Developing Foreign Business," Walter F. Wyman, export manager, the Carter's Ink Co., Boston, Mass. T. W. Van, Koken Barber Supply Co., St. Louis, Mo. (Subject to be announced.) "Selling American Goods in Russia," Steven de Czesznak, president, "Export American Industries." "Why American Business Is Not More Successful," A. P. Brooks, advertising manager, Hammond Typewriter Co., New York City. Owen O. Gallup, export manager, Simonds Mfg. Co., New York. (Subject to be announced.) "Some Experiences of Local Mediums Abroad," Frank B. Amos, manager, Johnston Overseas Adv. Service.

#### FINANCIAL ADVERTISERS' ASSOCIATION DEPARTMENT

Chairman, M. E. Holderness, Third National Bank of St. Louis.

Noonday Luncheon and Exhibition of Bank Advertising in Animated Film, by National Film Publicity Corporation, Monday. Address of Welcome, F. O. Watts, Third National Bank of St. Louis. "Financial Advertising and the Public," Frank H. Sisson, Guaranty Trust Co., New York. "Distinctive Methods of Bank Advertising," B. W. Moser, St. Louis Union Trust Co. and St. Louis Union Bank. "The Operation of a New Business Department," W. R. Morehouse, German-American Trust & Savings Bank, Los Angeles, Cal. "Bonds, Mortgages and Other Investments and Their Distribution," Herbert B. Mulford, Ames-Emerich Company, Chicago, Ill. "Blue-Sky Laws," H. D. Robbins, H. D. Robbins & Co., New York. "The Evolution of the Investor," W. F. Mackay, Hayden-Miller & Co., Cleveland, Ohio. "The Comparative Value of Mediums," John Ring, Jr., Mercantile Trust Co., St. Louis, Mo. "House Organs," I. L. Bourgeois, Hibernia Bank and Trust Co. "Direct-By-Mail Advertising, as Applied to Banks," Homer J. Buckley, Buckley-Dement & Co., Chicago, Ill. "Writing Copy," Thomas Dreier, editor *Printing Art*, University Press, Cambridge, Mass. "How to Use Current Events and Local Happenings as Basis for Bank Advertising," Dave S. Matthews, Farmers' and Merchants' Bank, Stockton, Cal. "National Bank Advertising," Wm. G. Rose, First National Bank, Cleveland, Ohio. "Value of the Financial Advertisers' Association to the Rural Banker," Chas. W. Bailey, First National Bank, Clarksville, Tenn.

#### CONFERENCE OF JUNIOR ADVERTISING CLUBS

Chairman, John Tenney, Chicago, Ill. "Purpose of the Conference," Chairman John Tenney. "Undergraduate Work in Advertising," George French, New York. "The 'Why' of the Junior Movement," H. J. Smith, Chicago, Ill. "The Young Man's Prospects in Agency Work," Paul Hutchinson, St. Louis, Mo. "Selling White Space" (speaker not selected). "The Junior Movement and the Cost of Distribution," J. Jerome Finlay, Chicago. "The Copy-Writer—

A Self-Made Man," Griffin McCarthy, St. Louis. "What Have We Done?" George French, New York.

#### NATIONAL ASSOCIATION OF ADVERTISING SPECIALTY MANUFACTURERS' DEPARTMENT

Chairman, Theo. R. Gerlach, President, National Association Advertising Specialty Manufacturers, Advertising Bldg., Chicago. "How Calendar and Specialty Advertising Lowers the Cost of Distribution," Herbert H. Bigelow, president, Brown & Bigelow, St. Paul, Minn. "Educational Propaganda with the Individual Clubs of the A. A. C. of W.," E. B. Danson, president, Kemper-Thomas Company, Cincinnati, Ohio. "Work of the National Commission During the Past Year," H. B. Hardenburg, H. B. Hardenburg & Co., Brooklyn, N. Y. "How the Vigilance Committee of the A. A. C. of W. is Safeguarding Advertising," Chas. Q. Petersen, president, Advertising Novelty Co., Chicago, Ill. "The Entrance of the United States Into the Great War and Its Possible Effects Upon Our Business," Philo D. Clark, secretary, Thos. D. Murphy Co., Red Oak, Iowa. "How the Specialty and Calendar Research Will Benefit Our Industry," Jewelllyn E. Pratt, Jewelllyn E. Pratt, Inc., New York. "Our September Convention," Theo. R. Gerlach, vice-president and general manager, Gerlach-Barklow Co., Joliet, Ill.

#### RELIGIOUS PRESS DEPARTMENT

Chairman, Philip E. Howard, *Sunday School Times*, Philadelphia.

Reports of the Committees on Finance, Exhibit, Programme, Complaints, Membership, and Nominations. "The Place of the Religious Press in the Present World Situation," Dr. F. D. Kershner, of St. Louis.

#### RETAIL ADVERTISERS' DEPARTMENT

Chairman, I. R. Parsons, advertising manager, Carson, Pirie, Scott & Co., Chicago.

"The Retailer as Community Builder," Frank Stockdale, secretary, National Educational Committee, A. A. C. of W., Indianapolis. "The Bigness of the Small Town Merchant," H. G. Larimer, Charlton, Iowa. Answers to questions by committee of experts, Frank Stockdale, chairman.

Second Day—Chairman, I. R. Parsons, advertising manager, Carson, Pirie, Scott & Co., Chicago. "Building Better Business," Merle Sidener, chairman, National Vigilance Committee, A. A. C. of W., Indianapolis. "Visualizing the Pitfalls and Opportunities of Retail Business," F. M. Parlin, Research Department, Curtis Publishing Co., Philadelphia.

Third Day—Chairman, M. L. Wilkinson, president, Scruggs-Vandervoort-Barney, St. Louis. "The Merchant's Duty in Public Affairs," George W. Simmons, Simmons Hardware Co., St. Louis. "Making Type Talk," J. W. Carlin, Waco, Texas.

#### AGRICULTURAL PUBLISHERS' ASSOCIATION DEPARTMENT

Chairmen: B. Kirk Rankin, *Southern*

*Agriculturist*, Nashville, Tenn.; Frank E. Long, president, Agricultural Publishers' Association, and Burrige D. Butler, ex-president, Agricultural Publishers' Association. "The Farm Paper Helps Build Business for the Retail Dealer," Curtis M. Johnson, president of the National Federation of Implementation and Vehicle Dealers' Associations, a successful merchant of Rush City, Minn. "Subscription Methods—Some of the Evils and How They Affect Us with the Post-Office Department," T. D. Harman, *National Stockman and Farmer*, Pittsburgh, Pa. "Audit Bureau of Circulations. Are We Getting Our Money's Worth? Are the Banks Fair to Agricultural Publishers?" C. W. Smith, *Farm Engineering*, Chicago, Ill. "Knocking Farm Papers by Farm Papers," Marco Morrow, the Capper Publications, Topeka, Kan. "Promotion of Farm Publications. The Accomplishments of Our Association. Its Hopes and Aspirations. Its Weaknesses and Suggestions for Strengthening It," Frank B. White, managing director, Agricultural Publishers' Association, Chicago, Ill.

#### ADVERTISING FILM PRODUCERS' ASSOCIATION DEPARTMENT

Chairman, W. A. Harris, president, Advertising Film Producers' Association, and president, Federal Development Co., Alliance, Ohio.

General Subject: Introduction to business, "How Film Advertising Lowers the Cost of Distribution."

"How Advertising Film Co-operates with Newspapers, Magazines and Periodicals in Driving Home a Publicity Campaign," W. E. Rothacker, president, Rothacker Film Mfg. Co., of Chicago. "How Advertising Film Can Lower the Cost of Distribution," A. V. Cauger, president, Kansas City Motion Picture Co., Kansas City, Mo. "How the Production of Film Advertising Can Be Improved, and the Co-operation Necessary to Accomplish Same," R. V. Stambaugh, general manager, Art Film Studios, Cleveland.

#### DAILY NEWSPAPER DEPARTMENT

Chairman, Lafayette Young, Jr., Des Moines *Capital*, Des Moines, Iowa, president, Daily Newspaper Department.

"Address of Welcome," Joseph Pulitzer, Jr., St. Louis *Post-Dispatch*, St. Louis, Mo. "Maintaining a Service Department for Advertisers," W. J. Merrill, Chicago *Tribune*, Chicago, Ill. "Service for National Advertisers. Does It Pay?" William A. Thomson, Bureau of Advertising, American Newspaper Association, New York. "How a Newspaper Can Advertise Itself," John B. Woodward, Chicago *Daily News*, Chicago, Ill. "Clean Advertising Columns Demanded," Samuel Hopkins Adams, author and special writer for the New York *Tribune*, New York. "Eliminating Free Publicity from Newspapers," Louis Wiley, New York *Times*, New York. "Advertising Canada's Problems Successfully," John M. Imrie, Canadian Press Association, Toronto, Canada.



*St. Louis Extends the Glad Hand  
13th Annual Convention A. A. C. of W.  
June 3-7*



# The American Paint Journal Company

ST. LOUIS

publishing the

**American Paint and Oil Dealer**  
*Monthly*

and the

**AMERICAN PAINT JOURNAL**  
*Weekly*

regularly keeps open house for Visiting Paint Men, and all those handling or interested in the merchandising of Paint, Varnish and allied lines.

All our office facilities are at the disposal of our friends, in our conveniently located quarters.

SECURITY BUILDING, FOURTH FLOOR  
Fourth and Locust

ALLEN W. CLARK, *President*

CHARLES-ALLEN CLARK, *Bus. Mgr.*



**To all attending the  
Thirteenth Annual Conven-  
tion of the Associated Adver-  
tising Clubs of the World, St.  
Louis, June 3d to 7th, 1917:**

**You are cordially invited to  
visit and inspect the largest  
plant of its kind in the world.**

**Anheuser - Busch**  
**Saint Louis**

## How Advertising Keeps Down Costs to the Consumer

(Continued from page 10)

ducted, yet he wishes to give the evidence he has that advertising does not increase the price to the consumer.

Mr. Powell says: "The cost of our advertising is approximately two and one-half cents per box for oranges and four cents per box for lemons.

"As a general thing, the price has been reduced to the consumer because, through co-operation, distribution has been made uniform as compared with its former chaotic condition. This always lowers the price of a product to the consumer.

"We do not have traveling representatives. We have seventy-seven agencies of our own in different parts of the United States and Canada through whom fruit is distributed to approximately 700 wholesale markets.

"The Exchange has not, at any time, caused a raise in prices to the consumer in connection with making an advertising appropriation. The cost of our advertising is approximately eight-tenths of one per cent of the gross value of the fruit."

Who, I would like to know, would hesitate at the purchase of a dozen oranges at eight-tenths of one per cent more than they cost should this "terrible weight" of advertising be placed on the price which the consumer must pay? At fifty cents per dozen the cost to the consumer would be fifty and four-tenths cents.

From all sections of the country the evidence piles up. Here is a statement from the Harley-Davidson Motor Company, of Milwaukee, signed by its advertising manager, Lacy Crolius. Mr. Crolius says: "We have always gone on the principle that the cost of our advertising was absorbed by the increased business made possible through such advertising. The price of our products is not increased in proportion to the

Phoenix	. . . . .	Silks
Cheney	. . . . .	"
Mallinson	. . . . .	"
Wimpfheimer	. . . . .	Velvet
Salts	. . . . .	Fur Fabrics
Hind & Harrison	. . . . .	"
L. C. Chase	. . . . .	"
Leshner Whitman's	. . . . .	Mohairs
A. G. Hyde	. . . . .	Cottons

## Conclusion

When such manufacturers as those listed above choose Dry Goods their decision is of vital importance to other manufacturers and agencies seeking a **QUALITY** and **SPECIALTY** medium.

**Dry Goods Publishing Co.**  
120 West 32nd Street  
New York

## The Billboard

**The Leading Theatrical Weekly**

Reaches more actors and actresses than all other papers in its class combined.

It covers the dramatic stage, vaudeville, moving pictures, music, circus, parks, fairs, chautauquas, and skating.

Practically the only medium that reaches streetmen and fair-followers.

## The Billboard Pub. Co.

New York	Chicago
Subway Central Bldg.	Crilly Building
Broadway & 42nd St.	Monroe & Dearborn
Phone Bryant 8470	Phone Central 8480

**Member A. B. C.**

*The MESSAGE  
before the Messenger*

---

I'LL FIND a new interest for your copy—a different hook for your campaign—a new side to your institution's character. Tell me the story.

SHERLEY HUNTER  
Good Copy

114 East 13th Street, New York  
Telephone Stuyvesant 1197

Let me work in conjunction  
with your advertising agent

# MATS and STEREO- TYPES

*of Quality*

**J. T. BUNTIN, Inc.**

209 West 38th Street, New York  
Phone, Greeley 4240

amount of extra equipment the purchasers have demanded during the past few years. In other words, we are giving more for the same money than formerly and considerably more for a slight increase over former prices. We believe that advertising has never increased the cost of our product, but that it has, on the other hand, made it possible for us to enlarge our production, bringing down cost. We have more than ten times as many traveling representatives as we had before we commenced our national advertising, and we have never raised a price to take care of an advertising appropriation."

Mr. Crolius states that his company has figured its percentage of advertising to total volume at one-half of one per cent to three per cent. The corresponding 1917 model of the Harley-Davidson Motorcycle sells for \$215 as against a price of \$200 in 1905.

It is always interesting to get the viewpoint of a comparatively new advertiser. C. A. Dunham, president of the C. A. Dunham Company, manufacturer of Dunham's Steam Traps, and Vacuum Heating Specialties of Marshalltown, Iowa, has this to say: "We have been advertising about two years only. We believe that advertising pays us and that it has not, in any measure, increased the final user's cost on our products. As a matter of fact, we are quite firmly convinced that it has lowered the cost rather than otherwise."

C. L. Hamilton of the White Pine Bureau, representing the Northern Pine Manufacturers' Association of Minnesota, Wisconsin and Michigan, and the Associated White Pine Manufacturers of Idaho, writes an interesting letter in which he shows that there can be no question as to the cost in advertising to sell white pine lumber. Mr. Hamilton says: "We know exactly what the white pine advertising costs, because the various members of the White Pine Bureau subscribe on the basis of 10 cents per thousand feet board measure of the amount



IF YOU ARE PLANNING CATALOGUES NOW to use when business becomes normal, don't postpone buying Engravings until the last minute—you'll get in a jam if you do—all the delayed work of that kind will be wanted *at once*.

— Established 1889 —

**GATCHEL & MANNING**  
DESIGNERS and  
**PHOTO-ENGRAVERS**  
In ONE or MORE COLORS  
Sixth and Chestnut Streets  
**PHILADELPHIA**

## PARSONS PAPERS OLD HAMPTON BOND



### Is Your Letterheading Worthy of Your Letters?

Back up your strong copy, your convincing arguments, by a letterheading of character and dignity. Use Old Hampton Bond for the letterhead. Consult the Parsons Handbook for authoritative information on the best letterheading practice.

It is a comprehensive text-book, illustrated by examples and diagrams. Written by one of the foremost typographical experts. Bound in boards, finely printed. You can buy a copy for 50c provided order is written on the firm's stationery.

When in need of GOOD  
**PARSONS PAPER COMPANY**

paper specify Parsons'  
Dept. 16 **HOLYOKE, MASS.**

## BOOKLETS

turned out by printers cost more than necessary, due to lack of standard methods of manufacture.

Backed with 46 years' printing experience and own large printing plant, we are devoting resources and knowledge to standardization of envelope booklets, which gives better product, quicker delivery and lower cost.

Every business can use booklets profitably and thousands of dollars can be saved by using Dando Standard (made) envelope Booklets.

Write us on your business letter-head for sample (Standard No. 8) booklet: "Money Saved Is Money Made" which interestingly describes the advantages and economies Standard (made) Booklets provide. If you have a booklet or catalog send one with your letter.

**THE DANDO COMPANY**

*Dando Building*

PHILADELPHIA, P. A.



Is there, in New York City, an advertising agency which needs new blood and a million dollars more business, and in which a controlling (perhaps, eventually, entire) interest can be secured on terms fair to all concerned?

It must have a fine reputation, full recognition and an organization capable of rapid expansion in order to render the best service that can be given.

Address, in confidence, "Thomas," Box 289, care Printers' Ink.

of white pine cut. The white pine manufacturers have, at no time, raised their prices to the dealers in connection with making an advertising appropriation. They assume the expense of advertising their product to the consumer as an obligation to help the lumber dealers move the white pine they sell to them."

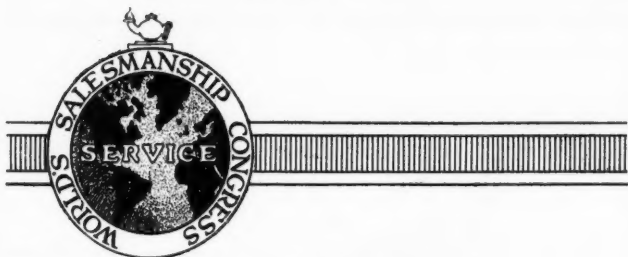
C. M. Lemperly, advertising manager of the Sherwin-Williams Company of Cleveland, Ohio, states that his company does distribute its advertising cost, that it does know, as a consequence, exactly what advertising means in its distribution, that its percentage of advertising to volume is three and a half per cent, that this company has never increased its price in connection with voting an advertising appropriation, and that while the prices of paint have materially increased, this increase has been caused by material and market.

Mr. Lemperly says: "While advertising has made necessary the adding of about 75 men to our corps of traveling representatives, in the past five years, it has not increased the percentage of cost.

"Our advertising cost is lower per unit of output than it ever was. And its percentage to sales is also lower, although we are spending vastly more money. Without advertising, which has increased our output so largely, I think our prices would be higher than with advertising—it's only logical."

Mr. Lemperly points out that while the prices on house paint have advanced 100 per cent in eleven years, the increase has been due entirely to the increased price of linseed oil, lead, zinc and other materials.

Among all the proofs offered—proofs in real, solid, "cold turkey" figures—none is more convincing than that furnished by the Reo Motor Car Company of Lansing, Michigan. It is a most striking example of the manner in which advertising has enabled the public to profit by increasing the output, which allows the manufacturer to lower the price. This statement



## Salesmanship— The Life of Industry

**M**ORE than 3,000 salesmen and executives attended the first World's Salesmanship Congress.

They went away fired with enthusiasm for Better Business through Better Salesmanship.

They have recruited an army of over 15,000, in 45 clubs, to this cause.

The idea—the ideal—has gripped American industry as no idea ever gripped it before.

The second World's Salesmanship Congress will be held at Detroit, June 10-14.

It will be even better than the first. It will master even greater sales experience. It will be even more practical in the exposition of sales methods—the very life-blood of industry.

It will have the same active support from master minds of selling that made the first Congress possible.

It will be even more valuable to any man in any line of selling.

Arrange now to attend. Muster as many other salesmen as you can. Send the coupon now.

## World's Salesmanship Congress

DETROIT JUNE 10-14
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D. M. BARRETT, Secretary-Manager,  
World's Salesmanship Congress,  
Kresge Building, Detroit, Michigan.

I will attend the Congress.

Name.....

Address.....

.....



## Seal Your Mail With the U.S. Flag

Let your customers see that you are standing steadfast behind the President. Be for America first, last and always. Seal your letters, packages, circulars, bills, etc., with a dainty flag sticker.

Not too large, mind you, nor garish—but the exact size of the illustration above—in *full colors*—red, white and blue—beautiful stay-stuck stickers, made in the largest exclusive gummed label plant in the world.

Your money back in the very next mail if you are not satisfied.

### FENTON LABEL CO.

9th & Thompson Streets  
Philadelphia, Pa.

**1000 Flags  
\$1.00**

**3000 Flags  
\$2.00**

**6000 Flags  
\$3.60**

#### *To Dealers*

120 ten-cent packages, \$6.00  
200 ten-cent packages, \$10.00

is signed by R. C. Rueschaw, sales manager, and, after showing that his advertising has been only about one per cent of the volume of sales, he offers us these figures as to the prices of Reo automobiles since 1905:

In 1905.....	\$1,250.00
In 1910.....	1,250.00
In 1915.....	1,050.00
In 1917.....	875.00

E. V. Jolliffe, secretary of the Markham Air Rifle Company of Plymouth, Michigan, states that his advertising expenditure has amounted to approximately five per cent of the total volume of sales. There has been no increase cost from advertising. Mr. Jolliffe appends the following prices since 1905, giving proof to the fact that his air rifles have gone up only 50 cents in the face of the rapidly rising material costs:

In 1905.....	25c to \$2.50
In 1910.....	25c to 2.50
In 1915.....	25c to 2.50
In 1917.....	25c to 3.00

As in the case of Mr. Stana-han's Champion Spark Plug, what would we be paying for air rifles if Clare Briggs were not drawing those pictures and if Mr. Jolliffe were not "putting them in the paper?"

The Westfield Manufacturing Company, Westfield, Mass., through J. P. Fogarty, the secretary and general manager, says: "Increased sales mean increased production which, in turn, means reduced costs. The extra profit which accrues from increased sales and the saving in cost added together amounts to more than the amount spent in advertising."

The percentage of advertising to volume of the manufacturers who allowed these figures to be used follows:

The Globe-Wernicke Company, Cincinnati, Ohio—about 3 per cent.  
International Corset Company, Aurora, Illinois—5 to 8 per cent.  
The Towle Maple Products Company, St. Paul, Minnesota:

7	per cent. in 1913
8½	per cent. in 1914
8½	per cent. in 1915
1½	per cent. in 1916

The DePree Chemical Company, Chicago, Illinois—6 per cent. in 1916. (This was regarded by Con DePree as

## Why Gamble?

There is only one news-paper in

**Meriden**

**Connecticut**

that guarantees advertis-ers A.B.C. AUDITS—that's

## THE MORNING RECORD

## V 10¢ PENCIL



**Y**OU can produce bet-ter copy when you write with a VENUS. Try 6B (softest). It's really an incentive to keen brilliant thinking—your mind is on your subject, not on the pencil.

The stenographers ask for VENUS B, executives like medium VENUS HB, accountants usually prefer H. There's economy, profit, and prestige for the advertising man or woman who uses the best pencil—VENUS.

17 degrees. Write for box of test samples—FREE

**American  
Lead Pencil Co.**  
205 Fifth Avenue, N. Y.





# The Mobilization of Industries will show that NEW ENGLAND

stands in the first rank,  
making one-seventh of the country's output.

In the manufacture of the vital things, arms, ammunition, uniforms, blankets and shoes, it leads the entire country.

The first in the country to manufacture; vital things took their thought and capital, and in these things the growth of the industries has been truly wonderful.

New England is ready for the test with MEN, MONEY and MACHINERY; the first with the skill that has been handed down by generations of craftsmen; the second, the richest per capita in the country if not in the world; and in the third the tools for production that are unequalled in the country. Yes, New England is ready!

## FITCHBURG, MASS., SENTINEL

Daily Circulation 5,192  
Population 39,656, with suburbs 150,000

## LYNN, MASS., ITEM

Daily Circulation 13,227  
Population 89,336, with suburbs 100,000

## NEW BEDFORD, MASS. Standard and Mercury

Daily Circulation 20,949 net paid  
Population 109,000, with suburbs 120,000

## SALEM, MASS., NEWS

Daily Circulation 18,732 net paid  
Population 43,697, with suburbs 150,000

## SPRINGFIELD, MASS., UNION

Daily Circulation 33,104  
Population 100,000, with suburbs 250,000

## TAUNTON, MASS. DAILY GAZETTE

Daily Circulation 5,721 net paid A. B. C.  
Population 38,000, with suburbs 53,000

## BRIDGEPORT, CT. POST and TELEGRAM

Daily Circulation 32,219  
Population 150,000, with suburbs 220,000

## NEW HAVEN, CT., REGISTER

Daily Circulation 19,414  
Population 150,000, with suburbs 175,000

## NEW LONDON, CT., DAY (Evening)

Daily Circulation 9,000  
Population 25,000, with suburbs 60,000

## MERIDEN, CT., JOURNAL

Daily Circulation 5,386  
Population 37,265, with suburbs 50,000

## WATERBURY, CT., REPUBLICAN

Daily Circulation 9,534  
Population 73,144, with suburbs 100,000

## AUGUSTA, ME., JOURNAL

Daily Circulation 10,068 net paid  
Population 13,211, with suburbs 75,000

## PORTLAND, ME., EXPRESS

Daily Circulation 21,247  
Population 58,571, with suburbs 75,000

## BURLINGTON, VT., FREE PRESS

Daily Circulation 10,184 net A. B. C.  
Population 22,000, with suburbs 40,000

## MANCHESTER, N. H. UNION and LEADER

Daily Circulation 25,000  
Population 75,063, with suburbs 150,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

high, owing to the fact that a new business is being established.)

Berry Bros., Detroit, Michigan—4 per cent.

Southern Cotton Oil Trading Company, New York—about 1 per cent.

Rudd Manufacturing Company, Pittsburgh, Pennsylvania—2½ to 3½ per cent.

Evinrude Motor Company, Milwaukee, Wisconsin—8 per cent.

Baker-Vawter Company, Benton Harbor, Michigan—3½ per cent.

Markham Air Rifle Company, Plymouth, Michigan—5 per cent.

Reo Motor Car Company, Lansing, Michigan—1 per cent.

The Sherwin Williams Company, Cleveland, Ohio—3½ per cent.

Stromberg Motor Devices Company, Chicago, Illinois—3½ per cent.

White Pine Bureau, St. Paul, Minnesota—10c per thousand feet, board measure.

Harley-Davidson Motor Company, Milwaukee, Wisconsin—½ of 1 per cent to 3 per cent.

California Fruit Growers' Exchange—8/10 of 1 per cent.

Kewanee Boiler Company, Kewanee, Illinois—2½ per cent.

Champion Spark Plug Company, Cleveland, Ohio—about 7 per cent.

The Welch Grape Juice Company, Westfield, New York—10 per cent.

### Asiatic Help for Farms

The importation of 500,000 or 1,000,000 Asiatics to till the soil of the country was advocated at the last meeting of the New York Board of Trade and Transportation. Wm. H. Gibson, president of the F. C. Linde Company, said that the question should be given proper consideration by commercial bodies and by the Government. The "Bache Review" quotes Mr. Gibson as follows:

"How are we to cultivate the land unless there is some augmentation of the labor of the country?"

"How are we going to plant? It is proposed to take a million men out of industrial life and train them for service in the field. Where will we get the men to take their places? You can't hire laborers now even for \$2.75 or \$3.00 a day to do even the most ordinary work. Where are we to get the number we shall need on the farms if not from the Asiatic countries?"

"To offset any objection to this proposed yellow race flood," says the "Review," "it might be feasible to bring over the Asiatics, placing them in the Farm Army and allowing them to come into the country only in that way. The prejudice against their immigration is, of course, local and unfounded on any sensible basis. But if they were permanently enlisted in the farm army, this would meet such objections. They would be under Government supervision and military discipline."

"There are no more efficient, docile and intelligent farm laborers in the world than the Chinese."

"In this emergency even the regular army which will be recruited could, as a part of its training, be deployed under military orders to supplement the shortage of farm labor."

## EVERY TIME, THERE HAS BEEN A SCRAP MAINE'S

hardy sons have been close to the firing line. Fighting Matt O'Brien typified the Maine spirit and every war since revolutionary days has shown that the Maine Yankee was there from first to last.

The spirit of the Maine Yankee is still as martial as it was in the days of '76, for it came to him from a pioneer race, strong, sturdy, virile men, whose deeds show that they never failed to do their bit.

## PORTLAND

is the business capital of Maine and the EVENING EXPRESS the greatest daily in the state.

*The Julius Mathews Special Agency*  
Boston—New York—Chicago

## Busy!

Some wit has said when you want anything done in a hurry and well done, go to some busy man, for he only has the time to do it quickly, and the skill to do it well.

What is true of men is likewise true of groups of men—cities—so

## BRIDGEPORT Connecticut

has been given to do things that must be done well and quickly.

They will be done, for Bridgeport never disappoints. The

## Post and Telegram

LARGEST CONNECTICUT CIRCULATION!

*The Julius Mathews Special Agency*  
Boston—New York—Chicago

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Detroit Office: 709 Free Press Bldg., KIRK TAYLOR, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60. Classified 40 cents a line—net. Minimum order \$2.00.

JOHN IRVING ROMER, Editor.

NEW YORK, MAY 10, 1917

## Taxation That Destroys

The periodical publishers of the country are to-day (Monday, May 7th) facing a situation so serious that it may result in putting a large number of them out of business. The Ways and Means Committee of the House of Representatives in preparing a war revenue bill, which will probably be out of committee this week, has under consideration a provision increasing the second-class-postage rate from two cents to eight cents, according to the zone distance to which printed matter is mailed. If, in addition, a tax on advertising and a tax on excess profits are imposed, as has been suggested by members of the committee, the burden will be so great that few can possibly survive.

The Government is, of necessity, obliged to raise immense sums of money to carry on the war, and, while the publishers,

who in patriotism and loyalty are not outranked by men engaged in any other line of business, are more than willing to bear their share of the burden of taxation, there is a limit to their ability to respond. Any unreasonable increase in the postal rate at this time, when they are paying seventy-five per cent more for white paper than they did a few months ago, and when manufacturing costs have advanced to a figure far in excess of any hitherto known in the business, will place many of them in a position where they will either have to discontinue their publications altogether or they will be unable to pay such war taxes as may be imposed upon them.

Under the proposed increase in rate publishers will be compelled arbitrarily to pay an average of three hundred per cent more for postage than at present. No business, however firmly established, could long endure under such a handicap. Large fortunes are seldom made in the periodical-publishing industry. Some of the best known and most popular magazines pay their stockholders little more than the legal rate of interest on their investment. Therefore, if Congress adopts the measure now under consideration, there can be but one result—bankruptcy. Can the Government afford at this critical point in our history to sacrifice the financial support and the stabilizing influence of such an important group of business units?

The Periodical Publishers Association, which includes in its membership the leading magazine publishers of the country, after a thorough canvas of the situation, which it regards as perhaps the most serious in the life of the industry, is asking Congress to take any profits they may make, but to spare the lives of their several organizations which would be imperiled by the proposed increase in the second-class rate. The members of the post-office committee contend that any action by the Government which seriously adds to the cost of production and distribution, in like

proportion decreases the amount upon which taxes for war revenue can be levied and their capacity to meet the demands that may be made upon them. If the proposed increase in second-class rates goes into effect a large number of publishers, as already pointed out, will have to suspend their periodicals and the Government will lose considerable revenue that might otherwise be derived from them.

The difficulty that lies in the way of averting this misfortune is the failure of the publishers thus far to get an opportunity to present their case before the proper authorities at Washington. If the bill is jammed through during the present session, and if there are no public hearings, the only thing left for the publishers to do is to bring their batteries to bear upon the members of Congress.

There is one other recourse and that is to have the subject of increasing the rate referred to the Federal Trade Commission for investigation, in which event the publishers would be given an opportunity to place the facts relating to their business before the body. The exigencies of war may prevent the adoption of this course, which, at another time, might be highly desirable.

Let us concede that publishers should make their contribution to war-time needs. But why railroad legislation that will put them out of business? At least no equitable rule of procedure would countenance such taxation as this without allowing time for a deliberate collection of all the facts.

**Advertising  
Makes Exclusive  
Agencies  
Less  
Necessary**

The Kuppenheimer-Vogel controversy, related elsewhere in this issue of PRINTERS' INK, brings up once more that often debated question as to how far it is advisable to go in confining the sale of a well-advertised product, especially in a large city. To the manufacturer seeking a foothold in a market or to one who requires unusual or special co-operation from the

retailer the exclusive agency offers many obvious advantages.

Generally speaking, however, the more a product is advertised the less profitably can it be sold through exclusive representatives. Theoretically, at least, the plan of selling through exclusive stores and the ideal of advertising do not fully harmonize. Advertising aims to make it as easy as possible for the consumer to buy, and to accomplish this it seeks as wide a distribution for the product as it can get. The more nearly automatic the sale of a product becomes, the more successful is the advertising.

Confining the sale of merchandise to a few stores makes it hard to buy, particularly in large cities. The problem is not so acute in smaller places, because there the stores are all close together and it is no trouble for a person to go to the one that carries the desired article. On the other hand, in the city it is seldom that a well-known product can be successfully confined to one store, unless it is an article, such as a suit of clothes or a piano or an automobile, that a person is willing to go to considerable trouble to buy. Even then it is necessary that the product be vigorously advertised around the retailer, in some such manner, for instance, as Hart Schaffner & Marx are so conspicuously successful in espousing. Small articles, such as tooth-paste, branded foods and chewing-gum, must be widely distributed, because not even advertising will make people go far out of their way to find a store in which these things can be purchased. Hole-proof Hosiery, different brands of toilet soap, etc., that were once sold through exclusive dealers are now to be obtained in nearly every store. In fact, it has been, generally speaking, the usual course for a new product to get its start through the stores of sole agents and then gradually get into other stores in proportion to the effectiveness of its advertising.

Except in special cases, it is difficult, if not impossible, for any one dealer to do full justice to

an advertised product in a large community. He simply cannot get the maximum of business to which the product is entitled. It is almost a truism that a manufacturer's advertising attains its greatest efficiency only where his distribution is intensive. It takes several stores in large cities, in fair competition, to develop the greatest strength in a business and to effect all the sales that advertising makes possible.

So, while the exclusive agency is at times a very helpful and necessary selling device for the manufacturer to employ, the more strongly he advertises, the more independent he becomes of special distributors.

**Professor Seligman on Excess Profits** In adopting conscription, Congress has shown that this country is capable of learning some things from the experience of others. Will the same hold true in taxation? That's a question which is causing a good deal of concern to business men, just now, particularly in relation to the excess-profits tax.

Professor Edwin R. A. Seligman, the distinguished authority on political economy, has recently pointed out in no uncertain terms what we can learn from Europe in this regard. In a booklet on "How to Finance the War," prepared by Prof. Seligman in collaboration with Robert Murray Haig and published by Columbia University, it is stated that "all of the European laws measure taxable profits by comparing present profits with the average profits of business before the war began; in some cases this average is taken for a number of years."

In contrast to this, Prof. Seligman points out the arbitrary method of reckoning excess profits imposed by our new law, which taxes everything over 8 per cent on the "capital invested" (plus \$5,000). "This method," he says, "is unfair both to investors and to industry. Especially in a comparatively new country like the United States, where risks are great and losses frequent, a profit of more

than 8 per cent is often necessary to justify investment. . . . At a period like the present it is of the first importance not to put a check upon business enterprise or to cripple the desire of individuals to do their utmost in the way of productive capacity. The principle of taxing very heavily excess profits above normal peace profits is indeed defensible, but to penalize all profits above 8 per cent applied to such a base as that prescribed in our present law can scarcely be upheld. . . . It cannot be emphasized too strongly, therefore, that if we are to have a high excess-profits tax, we should follow the European principle and abandon the arbitrary methods now being followed."

PRINTERS' INK has more than once pointed out that the excess-profits tax discriminates against the concern with small capitalization which has built up a large business through good-will bought and paid for by advertising. There will be some difficulties and inequalities under almost any system of taxation, but that proposed by Prof. Seligman has at least the sanction of European experience and approval. Obviously the rate of such a levy would have to be much higher than that of the present excess-profits tax, but if a corporation is allowed to earn free of tax as much as its average profits for, say, the last three years, it could well afford to share with the government the excess profits over and above that. Of course, healthy and natural growth, as well as exceptional war profits would be taxed under this scheme, but it would only be the growth of one year, while the present law penalizes all growth over a fixed return on the original investment. Some special arrangement would have to be made as to new concerns, not having a history of three years in business, but such details could probably be worked out on an equitable basis. The main thing is that the "excess" profits subject to tax would then be really "excess" over the average of the last three years—years, too, of unprecedented prosperity in this country.



## *The Organization*

back of the Art Mark includes a nationally known Art Director—and a group of men highly efficient in the creation of Sales Building Art.

The Service of the Meinzinger Studios is complete—men who specialize in the working out of national campaigns; others especially fitted to handle mechanical illustrations; and still others with unusually thorough experience in illustrating direct literature.

**MEINZINGER STUDIOS**

*Complete Art Service*  
DETROIT

## History Catching Up With Metropolitan



OVER five years ago the Metropolitan published this article on Pan-Germanism in the March 1912. Issue, on sale at news-stands February 23rd, 1912, the heading of which is reproduced above, and from which the following is an extract:

"Everything that could tend to promote affectionate memories of the Fatherland in the breasts of German-American citizens, has been and is being done in the most systematic manner, under direction from Berlin. Magnificent Bibles, with appropriate autograph inscriptions, have been presented by the Emperor and Empress to innumerable Lutheran churches in this country. Costly prizes have been given by the Emperor to the various Liederkrantz societies and Turnvereins, in fact, to nearly every society which has been formed to foster in one way or another the union of German-Americans; and the expenditure in the way of trophies and cups, in pieces of statuary, and in handsomely framed portraits of William II, would cut a deep hole in his privy purse, were it not defrayed by the Pan-Germanic Society, which, under Government direction, exists for the purpose of thus turning to the interest of Germany the votes possessed by men of German race beyond the sea, as citizens of the land of their adoption."

"As a part of this general policy, the Pan-Germany dream, and coupled with persistent and energetic efforts to bring all the American citizens of German birth and of German origin into one of several great unions, for political purposes, influenced from Berlin, we have to-day here in America the German-American National Bund, which has on its roster nearly four millions of members of Teuton race, each one of them possessed of an American vote and, consequently, of a voice in the affairs of the American nation. Its president is Dr. C. A. Hexamer, who has frequently given expression of his warm sympathies with the ideals of the Pan-Germanic League of Germany; and who is not only welcomed by the Kaiser whenever he visits Germany, but has also received from him an important Order of German Knighthood."

"Is it an exaggeration, under the circumstances, to assert that, unless measures are taken to prevent it, the day may yet come when the international relations of this Great Republic may receive, through its German-American citizens, its guidance from Potsdam?"

### AND TO-DAY

Germany is fighting the world and fulfilling the prophecy of her lust for power made in the Metropolitan five years ago. 450,000 Metropolitan readers are not content to keep abreast of the times. They demand a magazine with editorial vision.

## Metropolitan

"THE LIVEST MAGAZINE IN AMERICA"

O. H. CARRINGTON, Manager of Advertising, 432 Fourth Avenue, New York.



## MAY MAGAZINES

VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES FOR  
MAY(Exclusive of publishers' own  
advertising.)

Standard Size

	Pages	Agate Lines
Review of Reviews.....	127	28,480
World's Work .....	125	28,000
Harper's Magazine.....	120	27,029
Scribner's .....	94	21,064
Century .....	80	18,002
Atlantic Monthly.....	73	16,541
Everybody's .....	68	15,294
St. Nicholas .....	55	12,395
Red Book .....	54	12,096
Wide World .....	33	7,494
Motion Picture Mag.....	29	6,677
Munsey's .....	27	6,166
Popular (2 April issues)..	26	6,064
Photoplay .....	25	5,781
Blue Book .....	20	4,694
Bookman .....	18	4,063
Ainslee's .....	15	3,446
Smart Set .....	8	1,904

## Flat Size

	Columns	Agate Lines
American .....	227	32,507
Cosmopolitan .....	208	29,760
McClure's .....	169	28,784
Metropolitan .....	136	23,230
Hearst's .....	124	21,240
Sunset .....	127	18,239
American Boy .....	80	16,028
Boys' Life .....	80	10,753
Boys' Magazine .....	42	7,373
Current Opinion .....	41	5,804

VOLUME OF ADVERTISING IN  
WOMEN'S MAGAZINES(Exclusive of publishers' own  
advertising.)

	Columns	Agate Lines
Vogue (2 issues).....	713	112,861
Ladies' Home Journal...	269	53,854
Harper's Bazar .....	305	51,382
Good Housekeeping.....	307	43,986
Woman's Home Comp... 171		34,200
Pictorial Review.....	136	27,200
Delineator .....	113	22,706
Designer .....	98	19,674
Woman's Magazine.....	97	19,456

Contents for the  
JULY  
Metropolitan

Theodore Roosevelt

on  
"Remaking the Map of the World  
—and Our Part in it"

William Hard

"Organization in England the  
Third Year of the War"

Editorial by

H. J. Whigham

"The Psychic Gift"

by Ollah Toph

Adventures and Letters  
of Richard Harding Davis

"Dick Davis in Cuba"

by Charles Belmont Davis

"The Scar that Tripled"

by William Gunn Shepherd

The true story and sequel  
of Richard Harding Davis'

greatest war story.

Illustrated by Photographs

"The King's Cup"

by Lawrence Perry

Illustrated by Percy Cowen

"Paradise Alley"

by Louise Dutton

Illustrated by Wallace Morgan

"Mary Goes Alone"

by Leroy Scott

Illustrated by P. D. Skidmore

"His Own Home Town"

by Larry Evans

Illustrated by Harvey Dunn

"The Indian Drum"

by Edwin Balmer and

William MacHarg

Illustrated by W. T. Benda

"Running A War"—mainly Pictures

by Art Young

"On Taking Your Coat Off"

by Clarence Day

Financial Department  
by Dr. Charles W. Gerstenberg

Art Supplement in Rotarygravure

Cover Design

by Haskell Coffin

## Metropolitan

"THE LIVEST MAGAZINE IN AMERICA"  
O. H. CARRINGTON, MGR. OF ADV'G  
432 FOURTH AVENUE, NEW YORK



	Columns	Agate Lines
McCall's .....	103	13,802
People's Home Journal..	61	12,190
Holland's Magazine.....	57	10,883
Modern Priscilla .....	63	10,645
Ladies' World .....	52	10,511
People's Popular Monthly..	46	8,828
Mother's Magazine.....	59	8,390
To-Day's Housewife.....	38	7,750
Southern Woman's Mag..	44	7,735
Home Life .....	28	5,052
Needlecraft .....	25	4,824

**VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES CAR-  
RYING GENERAL AND  
CLASS ADVERTISING**

(Exclusive of publishers' own  
advertising.)

	Columns	Agate Lines
Vanity Fair .....	313	49,486
Country Life in America..	287	48,233
Popular Mechanics (pages)	180	40,488
System (pages).....	175	39,234
House and Garden.....	163	25,907
Popular Science Monthly (pages) .....	107	24,086
Field and Stream.....	166	23,741
Theatre .....	91	15,288
Nat'l Sportsman (pages)..	66	14,967
Outer's Book .....	90	12,999
House Beautiful .....	86	12,770
Physical Culture (pages)..	55	12,362
Countryside Magazine....	70	11,825
Travel .....	70	11,350
Garden .....	77	10,897
Outing (pages) .....	47	10,530
Association Men (pages)..	42	9,534
Illustrated World (pages)..	41	9,219
Recreation .....	60	8,448
Arts and Decoration.....	59	8,290
Outdoor Life (pages).....	37	8,289
International Studio.....	50	6,955
Extension Magazine.....	39	6,474
The Art World.....	30	4,235

**VOLUME OF ADVERTISING IN  
CANADIAN MAGAZINES**

(Exclusive of publishers' own  
advertising.)

	Columns	Agate Lines
Everywoman's World....	114	22,820
Canadian Courier (4 April issues) .....	122	22,687
MacLean's .....	147	20,710
Canadian Home Journal..	101	20,300
Canadian Mag (pages)...	49	10,976

**VOLUME OF ADVERTISING IN  
APRIL WEEKLIES**

(Exclusive of publishers' own  
advertising.)

	Columns	Agate Lines
<b>April 1-7</b>		
Saturday Evening Post.	335	57,013
Town and Country.....	163	27,414
Literary Digest.....	148	21,876
Collier's .....	105	19,902
Life .....	84	11,805
Scientific American.....	45	9,066
Christian Herald.....	46	7,876
Nation .....	55	7,778
Outlook .....	52	7,705
Independent .....	52	7,403
Leslie's .....	42	7,261
Illus. Sunday Magazine..	26	4,829
Youth's Companion....	30	4,092
All-Story (pages).....	16	3,757
Churchman .....	22	3,520
Judge .....	20	2,920
Every Week .....	15	2,836
Associated Sunday Mag.	11	2,109

**April 8-14**

Saturday Evening Post.	323	55,080
Literary Digest .....	215	31,598
Town and Country.....	126	21,295
Collier's .....	106	20,201
Leslie's .....	57	9,809
Christian Herald.....	56	9,646
Outlook .....	49	7,317
Youth's Companion....	31	6,214
Life .....	43	6,085
Independent .....	42	6,002
Scientific American....	21	4,255
Every Week .....	22	4,063
Judge .....	21	3,000
Associated Sunday Mag.	15	2,733
All-Story (pages).....	11	2,556
Nation .....	17	2,446
Churchman .....	11	1,862

**April 15-21**

Saturday Evening Post.	347	59,146
Town and Country.....	150	25,247
Literary Digest .....	166	24,520
Collier's .....	118	22,318
Scientific American....	54	10,970
Leslie's .....	50	8,555
Outlook .....	52	7,707
Independent .....	48	6,870
Life .....	46	6,460
Christian Herald.....	32	5,463
Illus. Sunday Magazine	25	4,571
Youth's Companion....	15	3,179
Judge .....	21	3,058
Every Week .....	16	2,893
Nation .....	18	2,547
Associated Sunday Mag.	13	2,442
Churchman .....	12	1,914
All-Story (pages).....	8	1,870

# PRINTERS' INK

is pleased to announce  
the opening of an office in

## DETROIT

with

### MR. KIRK TAYLOR

as

### MANAGER

709 Free Press Bldg.

Telephone Cherry 3262

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PRINTERS' INK PUBLISHING CO.

NEW YORK

BRANCHES

Boston	Chicago	Detroit	St. Louis	Atlanta
	Toronto	London,	England	

		Agate				Agate	
		Columns	Lines			Columns	Lines
<b>April 22-28</b>							
Saturday Evening Post.	243	41,390		9. American	227	32,507	
Collier's	138	26,220		10. Cosmopolitan	208	29,760	
Literary Digest	137	20,282		11. McClure's	169	28,784	
Outlook	100	14,917		12. Review of Reviews			
Christian Herald	48	8,209		(pages)	127	28,480	
Leslie's	41	7,125		13. World's Work (pages)	125	28,000	
Youth's Companion	31	6,383		14. Pictorial Review	136	27,200	
Life	42	5,900		15. Harper's Mag. (pages)	120	27,029	
Independent	37	5,282		16. House and Garden	163	25,907	
Scientific American	24	4,907		17. Popular Science Month-			
Nation	28	3,942		ly (pages)	107	24,086	
Every Week	12	2,340		18. Field and Stream	166	23,741	
Associated Sunday Mag.	11	2,032		19. Metropolitan	136	23,230	
Judge	12	1,811		20. Everywoman's World	114	22,820	
Churchman	11	1,794		21. Delineator	113	22,706	
All-Story (pages)	5	1,208		22. Hearst's	124	21,240	
<b>April 29-31</b>							
Illus. Sunday Magazine.	22	3,960		23. Scribner's (pages)	94	21,064	
Every Week	16	2,935		24. MacLean's	147	20,710	
Independent	19	2,706		25. Canadian Home Journal	101	20,300	
Associated Sunday Mag.	10	1,908					
<b>Totals for April</b>							
Saturday Evening Post	243	212,629					
Literary Digest	137	98,276					
Collier's	138	88,641					
†Town and Country	100	73,956					
Outlook	100	37,646					
Leslie's	41	32,750					
Christian Herald	48	31,194					
Life	42	30,250					
Scientific American	24	29,198					
*Independent	37	28,263					
Youth's Companion	31	19,868					
Nation	28	16,713					
*Every Week	12	15,067					
†Illustrated Sunday Mag.	11	13,360					
*Associated Sunday Mag.	11	11,224					
Judge	12	10,789					
All-Story	5	9,391					
Churchman	11	9,090					

### Increased Cost of Advertising in Canada

Higher production costs have materially increased the minimum advertising rate, per thousand of circulation, in Canadian dailies during the past year. A comparative table in the 1917 edition of "Lydiatt's Book," published in Toronto, shows that this figure has increased 13 per cent, on an average, in one year. A year ago the average rate per inch per 1,000 circulation of the twenty-five Canadian dailies with largest circulation was one and fifty-six-hundredths cents, as compared with one and three-quarters cents this year.

One hundred and twenty-seven Canadian dailies are listed in the publication; ten have been discontinued since last year.

In the field which includes illustrated weeklies, popular magazines, agricultural, trade and religious publications there have been twelve periodicals dis-

‡ 3 issues per month

\* 5 issues per month

#### RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

(Exclusive of publishers' own advertising.)

		Agate	
		Columns	Lines
1. Ladies' Home Journal	269	53,854	
2. Harper's Bazar	305	51,382	
3. Vanity Fair	313	49,486	
4. Country Life in Amer.	287	48,233	
5. Good Housekeeping	307	43,986	
6. Popular Mechanics			
(pages)	180	40,488	
7. System (pages)	175	39,234	
8. Woman's Home Comp.	171	34,200	

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One hundred and twenty-seven Canadian dailies are listed in the publication; ten have been discontinued since last year.

In the field which includes illustrated weeklies, popular magazines, agricultural, trade and religious publications there have been twelve periodicals discontinued during the year.

Among the accounts of Canadian agencies are listed over 100 United States and English advertisers, not including the concerns whose Canadian advertising is handled by their Canada branches.

#### Updegraff With Wilson H. Lee

Robert R. Updegraff, who has been advertising manager of the Sentinel Manufacturing Company, of New Haven, Conn., for the past year, has resigned to take charge of the Wilson H. Lee Advertising Service in New Haven. Prior to taking the position with the Sentinel Manufacturing Company, he was advertising manager for Daniel Low & Co., of Salem, Mass., for four years.

Mr. Updegraff has contributed to PRINTERS' INK recently and is also the author of "Obvious Adams."

## Man Wanted?

**J** For those of you who are confronted with the task of looking further than your own organizations for the *one* man to fit into some highly responsible and creative position, there is a most satisfactory solution which may not have suggested itself.

**J** A full-page advertisement in **PRINTERS' INK**, stating clearly the essential qualifications required in the man you seek, with an outline of the possibilities in the position for the right one, will bring a class of responses that will be a revelation. We write this advisedly, from the experiences of manufacturers who have used the plan with marked success.

**J** **PRINTERS' INK** is read closely by many successful business men already holding important positions, and to these, a real opportunity for growth in a wider field, with greater earning power, is always attractive.

**J** Instead of depending upon the range of your own personal acquaintance, why not put a frank advertisement over your own name in **PRINTERS' INK**? It is quite likely to result in your hearing from men whom you would not otherwise think of approaching.

**PRINTERS' INK PUBLISHING CO.**  
185 Madison Avenue - New York City

# "PRINTERS' INK'S" FOUR-YEAR RECORD OF MAY ADVERTISING

## GENERAL MAGAZINES

	1917	1916	1915	1914	Total
McClure's .....	*28,784	*28,136	*40,664	20,757	118,341
World's Work .....	28,000	30,062	27,818	24,485	110,365
Review of Reviews .....	28,480	29,040	23,968	26,614	108,102
Cosmopolitan .....	*29,760	19,763	21,410	36,512	107,445
Harper's Magazine .....	27,029	25,249	23,044	22,680	98,002
Metropolitan .....	*23,230	*25,329	*20,465	*20,335	89,359
American .....	*32,507	*19,196	*13,693	*15,495	80,891
Sunset .....	*18,239	*23,565	16,800	21,056	79,660
Hearst's .....	*21,240	*17,912	*15,570	18,312	73,034
Everybody's .....	15,294	15,008	17,810	23,902	72,014
Scribner's .....	21,064	17,409	12,096	16,646	67,215
Century .....	18,002	14,742	13,160	15,008	60,912
American Boy .....	16,028	13,519	12,628	11,169	53,344
Atlantic Monthly .....	16,541	9,076	8,764	13,328	47,709
Munsey's .....	6,166	9,089	11,508	17,626	44,389
Red Book .....	12,096	12,768	8,064	8,232	41,160
St. Nicholas .....	12,395	8,553	7,672	7,000	35,620
Current Opinion .....	*5,804	*7,964	*8,183	*12,550	34,501
Boys' Magazine .....	7,373	6,540	7,567	7,116	28,596
Ainslee's .....	3,446	4,186	3,808	7,728	19,168
	371,578	337,106	314,692	346,551	1,369,927

\*Changed from standard to flat size.

## WOMEN'S MAGAZINES

Vogue (2 issues) .....	112,861	107,459	80,236	102,786	403,342
Ladies' Home Journal .....	53,854	41,120	35,523	32,899	163,396
Harper's Bazar .....	51,382	48,243	30,377	21,178	151,180
Good Housekeeping .....	*43,986	30,968	22,899	27,407	125,260
Woman's Home Companion .....	34,200	26,269	23,893	23,551	107,913
Pictorial Review .....	27,200	24,550	20,379	20,800	92,929
Delineator .....	22,706	25,839	19,782	22,200	90,527
Designer .....	19,674	19,200	16,814	16,654	72,342
Woman's Magazine .....	19,456	19,270	16,867	15,837	71,430
McCall's Magazine .....	13,802	14,358	12,194	14,775	55,129
Ladies' World .....	10,511	15,707	12,800	13,900	52,918
People's Home Journal .....	12,190	12,311	12,954	14,114	51,569
Modern Priscilla .....	10,645	10,667	10,813	12,892	45,017
Mother's Magazine .....	8,390	11,891	9,531	13,652	43,464
	440,857	407,852	325,062	352,645	1,526,416

\*Changed from standard to flat size.

## CLASS MAGAZINES

	1917	1916	1915	1914	Total
Country Life in America .....	48,233	47,712	37,296	48,243	181,484
Vanity Fair .....	49,486	56,887	35,363	37,947	179,683
System .....	39,234	32,012	29,558	27,804	128,608
Popular Mechanics .....	40,488	31,164	25,964	30,912	128,528
Popular Science Monthly .....	24,086	17,836	16,057	18,998	76,977
House and Garden .....	25,907	22,811	13,090	14,900	76,708
Field and Stream .....	23,741	17,556	16,492	18,375	76,164
Countryside Magazine .....	11,825	12,338	12,920	14,860	51,943
House Beautiful .....	12,770	12,119	10,935	14,819	50,643
Outing .....	10,530	9,464	10,326	14,798	45,118
Theatre .....	15,288	12,768	6,552	9,704	44,312
Travel .....	11,350	9,240	13,101	9,300	42,991
Physical Culture .....	12,362	10,101	9,689	9,897	42,049
Garden Magazine .....	10,897	11,319	7,840	11,207	41,263
Illustrated World .....	9,219	8,579	5,992	8,960	32,750
International Studio .....	6,955	7,512	7,882	8,400	30,749
	352,371	319,418	259,057	299,124	1,229,970

## WEEKLIES (4 April Issues)

Saturday Evening Post .....	212,629	*175,606	127,542	128,508	644,285
Literary Digest .....	98,276	*94,542	62,667	67,377	322,862
Collier's .....	88,641	*81,722	59,191	51,720	281,274
Town and Country .....	*73,956	*64,362	*46,072	61,344	245,734
Outlook .....	37,646	31,424	29,204	33,910	132,184
Leslie's .....	32,750	39,523	*32,441	*24,108	128,822
Life .....	30,250	34,002	*29,360	*32,724	126,336
Christian Herald .....	31,194	32,101	32,158	*29,468	124,921
Scientific American .....	29,198	*29,914	22,417	21,302	102,831
	634,540	583,196	441,052	450,461	2,109,249

Grand Total.....1,799,346 1,647,572 1,339,863 1,448,781 6,235,562

\* 5 issues

† 3 issues

## Do You Want to Know

**Why The American Magazine has come into the lead in volume of advertising carried?**

**Why the accomplishments of The American Magazine in the past two years will always stand out as one of the big achievements in National Magazine-making?**

**Then let us send you "20 SIGNIFICANT MONTHS," a story of facts every National Advertiser and Advertising Agency is glad to know.**

# *The* **American** MAGAZINE

**381 Fourth Avenue  
New York**

**111 Devonshire St.  
Boston, Mass.**

**1316 Tribune Bldg.  
Chicago, Ill.**

# The Little Schoolmaster's Classroom

A N old friend has bobbed up again—the product made by a company which claims that it doesn't advertise, but puts the money which might be spent that way into "better value at a lower price." This time, however, the case is not quite the same. In the present instance, a breakfast food manufacturer advertises in a trade paper that "we haven't spent a dollar advertising Balahaya where other concerns have spent a thousand. But it is astonishing what widespread distribution we have gotten from it."

In fairness, the Schoolmaster must admit that this isn't as bad as the out-and-out "we don't advertise" argument. But even so, to buy advertising space in which to state that you don't buy much advertising space, seems like carrying coals to Newcastle. Grocers are accustomed to handle products which *are* advertised—some of them very extensively; and the Schoolmaster believes that if he were in the retail business he would not get very much excited over trying to sell a product which boasted of its modesty in getting public attention.

\* \* \*

Much more sensible, in the Schoolmaster's opinion, is another argument which the same manufacturer uses. "When you get a minute," he says, "figure up the retail profit on Balahaya in comparison with the retail profit (or loss) on other wheat cereals." The retail grocer ought, we suppose, to be interested enough to remember this advice, and to dig up the time to make the computation requested. And we may assume that he knows how to figure profit correctly (the Schoolmaster has seen a vast quantity of white paper consumed in proving that the retailer figures his profits incorrectly). Let us grant that he eventually discovers the great truth that Balahaya gives him a wider margin of profit than anything else—what then?

The Schoolmaster knows some retail grocers who would probably shy away from the proposition just *because* of the long profit offered them! A long profit, they argue, means that the manufacturer has not much confidence in his consumer-demand; and they foresee visions of being caught with a "sticker."

\* \* \*

The grocer nowadays makes his profits on his combination sales, where the list of things bought in a day by one housewife runs over onto a second page of the bill, and the delivery boy needs a cracker-box with which to carry in the goods. Even though there is not much profit in a single sale of a well-advertised, popular branded line, the grocer knows that carrying such an article may bring into his store a dozen purchasers a day each of whom will be good for one of the combination sales which cause the householder to say at the end of the month, "How in the world did we happen to spend so much on groceries?" The unadvertised products do have a long profit, *if you can sell them*; and there, as our English friends say, is where the catch comes in.

\* \* \*

The Schoolmaster is wondering whether it was the poetic influence of spring (which is celebrated in that deathless line, "The Sprig! The Sprig had cub!") or something else, which was responsible for a curious juxtaposition of advertising cards in a street car the other day. In the corner was a picture of a young man "dolling himself up," as we understand it is called by the younger generation, and the advertising matter expressed the opinion that Listerine is the proper antiseptic to use after shaving. In the next card was the young lady preparing to receive the visit from the young man, and insuring her complexion by the use of Pompeian Massage Cream. Between this and the next

# \$26,500,000 to Spend

During the first three months of 1917 we received subscriptions from 2,327 business men whose standing we could learn. And—investigation shows their aggregate yearly income to be above \$26,500,000. In other words, 2,327 of the more than 17,000 paid-in-advance subscribers to GOOD HEALTH will spend—or invest—\$26,500,000 this year. Want some of this money? Then—get busy!

Advertising  
Manager

**GOOD HEALTH** 1805 W. Main Street  
Battle Creek, Mich.

**Command Attention—Prove Your Claims**

WITH

THE  
**CORTE-SCOPE**

**AN UNIQUE SALES PROMOTION SERVICE**

## MOVING PICTURE ADVERTISING

Free illustrated booklet explaining how moving pictures are made to advertise, and containing interesting description of laboratory-studio, sent at request.

**ROTHACKER FILM MFG. CO.**

Successor to INDUSTRIAL MOVING PICTURE CO.

*The Senior Specialists in Moving Picture Advertising*

1335 DIVERSEY PARKWAY - - CHICAGO, ILL., U. S. A.

## Population 67,000 Trading Centre for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. A Dry Town doing Big Business. People have money to spend.

# Brockton Daily Enterprise

Daily Edition exceeds 15,000. 12 to 32 pages

Flat Commercial rate 40 cts. per inch

Afternoon Paper, Sells for 2 cents

Carries many want advertisements. Best paper. Leading general advertisers use it





**WANT TO LOCATE WITH AGENCY?**

Put your proposition up to us, either personally or in writing.

We are constantly in close—personal—touch with the Advertising Agencies of New York.

Agencies are always in the market for brains; have you any, and are they for sale?

**SCHWORM-MANDEL, INC.**

450 Fourth Avenue New York  
Phone: 7206 Madison Square

**EXPERIENCED COPY MAN**

as assistant to Advertising Manager of one of the biggest, best known and most successful concerns in the United States. Splendid opportunity. Salary \$1,500. Should be willing to live in a New Jersey suburb. Send two or three examples of best work and full particulars to 50 Union Square, Room 1902, New York.

**Order  
Your  
1917  
Bound  
Volumes  
of  
Printers'  
Ink  
Now!**

Keep Printers' Ink in bound form. Each quarter is handsomely bound in heavy board and black cloth, with gold letters, \$2.00 per vol. Complete year in 4 volumes, \$8.00 per set.

**Printers' Ink Pub. Co.,** 185 Madison Ave.  
New York

**M**

**A**

**T**

**E**

**S**

WE specialize in first-class mats and stereos. Use them instead of electros.

**251  
William  
Street  
New York**

**Worrall  
and  
Deringer**

**S**

**T**

**R**

**I**

**X**

**Phone  
Worth  
587**

picture there is an evident hiatus in which we must assume that the young couple married and settled down; for the next card shows the stork flying overhead with his precious bundle, bound for a home on the horizon, while the milk wagon of the Sheffield Dairy Farms hurries posthaste to provide the infant with his proper diet of Grade A milk. In the next scene several years have elapsed; baby number one is old enough to have a baby brother, and the two of them pose as a proof that Imperial Granum is the proper food for youngsters. In the next card daughter is old enough to be a most Penhrynstan-lawsily attractive miss, who uses the observation lounging car of the Road of Anthracite on her way, presumably, to college. The Schoolmaster hopes that it was the influence of spring, and not mere accident which caused the car cards to tell this modified version of Shakespeare's seven ages.

\* \* \*

"Fifteen thousand physicians smoke 'Sweet Caps,'" says the headline of a recent advertisement of the Cigarette that Came Back; and the Schoolmaster is wondering how in the mischief the copywriter ever learned that interesting statistic! Have the tobacco dealers trained their salesmen to say to every purchaser of Sweet Caps, "Pardon me, but what is your occupation? We may want to mention it in an ad"—or, do the physicians walk up to the counter and affirm: "I'm a physician, young man; my customary Sweet Caps!"

\* \* \*

The Schoolmaster the other day succumbed to the lure of an advertisement (as he frequently does!), and purchased a toilet preparation (the name of which is not important) for his personal use. When he reached home and opened the package, out tumbled a circular prepared by the manufacturer, in the form of an imitation typewritten letter. When the Schoolmaster's eye fell upon it, he blushed all over. "*Dear Madam,*" it began, and continued

in the same terms, congratulating the "lady purchaser" upon her selection, and giving directions for the use of the preparation in question.

Now the Schoolmaster doesn't pretend to be any football-playing epitome of virility; but he does declare, emphatically, that he has worn trousers for 10, these many years; and it hurts his feelings to be called a lady by a perfect stranger who doesn't even know whether the Schoolmaster sings tenor, or wears his handkerchief in his cuff. He hastens to add in self-defense that the toilet preparation is one which is just as appropriate for masculine as for feminine use; that it was advertised without giving a hint that the manufacturer considered it appropriate solely for the use of the better (and more expensive) half of mankind; and while it is advertised in women's publications, it is also exploited through newspapers.

So look at it any way you will, the Schoolmaster feels hurt; and awaits an apology by the offending manufacturer as soon as these lines meet his eye.

### Claims Profits Increased 63 Per Cent

The American Stores Company, which, as recently announced in PRINTERS' INK, is a combination of five grocery and tea chains in Philadelphia and vicinity, has issued a statement of combined sales and earnings of the five companies in 1915 and 1916. The figures for the Acme Tea Company are separated from the rest, inasmuch as the new company owns but 18,210 shares of the 35,000 of Acme common stock. The statement, which follows, is of interest as throwing light on the profits of typical grocery chains:

GROSS SALES:	1915	1916
Properties owned	\$22,515,146	\$27,882,391
Acme Tea Company	13,321,365	18,314,737

Combined ..... \$35,836,511 \$46,197,128


#### NET SURPLUS PROFITS:

Properties owned \$550,319 \$897,079

*Acme Tea Company (proportion applicable to holdings American Stores Co....	80,862	218,013
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Combined ..... \$631,181 \$1,115,092

\*1915 figures inserted for the purpose of comparison only.

**Roy Griffith**   
 writer: illustrator  
 Boston Box 1706  
 Send for my booklet,  
 the only thing in  
 advertising without  
 the word "dominant"  
 at your letterhead

## He knows TYPE

## He knows how to make It Work

THERE is power in the right use of type. This man knows how to bring out that power. He gives added value to the printed word by displaying that word properly. He is a specialist in ADVERTISING TYPOGRAPHY and LAYOUT.

He knows real advertising art and where and how to buy it.

He knows good engraving and good printing and how to buy them.

The Advertising Agent, Printer or Publisher with whom a satisfactory arrangement can be made will find him a valuable asset.

Address, "H. K.," Box 288  
 Care of Printers' Ink

## PRINTING

ADEQUATELY equipped to handle your PRINTING and BINDING in an effective style and with dispatch. Our ideal plant controls the situation.

**Charles Francis Press**  
 461 Eighth Ave. New York City

## BINDING

Follow the lead of the World's  
greatest adver-  
tisers—

**POPULARIZE  
YOUR TRADE  
MARK**

Send illustration for  
quotations—

Our booklet, *Success-  
ful Advertising Ideas*  
—FREE

**The Old King Cole  
Papier Mache Co.**  
Canton, O.



We reproduce this  
familiar Trade Mark



Pat. Dec.  
12, 1916

## "CLIMAX" SQUARE-TOP PAPER CLIPS

have proved their su-  
periority to thousands of  
satisfied users. Send for  
samples and prove to  
your own satisfaction that they are  
the BEST and MOST ECONOMICAL.

Packed 10,000 to box  
F. O. B. Buffalo

10,000.....	15c per 1,000
50,000.....	10c per 1,000
100,000.....	8½c per 1,000
500,000.....	8c per 1,000

**Buffalo Automatic Mfg. Co.**  
457 Washington St., Buffalo, N. Y.

The German Weekly of National  
Circulation

**Lincoln Freie Presse**

LINCOLN, NEB.

Circulation 133,992. Rate 35c.

## GUMMED LABELS

FOR

*Your Parcel Post  
and Express Shipments*

Insure the prompt delivery of your mail and express ship-  
ments by typewriting the name and address of the consignee  
on a label bearing your business card.

**McCourt GUMMED LABELS IN PERFORATED ROLLS**  
Are printed for addressing on your typewriter. Gummed  
labels in rolls are more convenient and economical than the  
old style flat and loose label. Buy your gummed labels of  
gummed label specialists.

Send for full particulars and catalogue  
**McCourt LABEL CABINET CO.**  
H. H. BLACK, Pres.  
53 Bennett St., Bradford, Pa.

## Admits He Is in \$25,000 Class

KELLY-SPRINGFIELD TIRE CO.

NEW YORK, May 3rd, 1917.

Editor of PRINTERS' INK:

In your issue of to-day, you ask for  
some light on the question of \$25,000  
salaries for advertising managers.

In the beginning of your interesting  
article you say something about "pay  
envelopes" containing \$480.77.

My dear sir, don't you know that  
us fellows who are in the \$25,000 a  
year—"or more"—class are not subject  
to the plebeian pay-envelope? That  
sort of thing simply isn't being done  
in high-salaried circles.

For your information, permit me to  
state that any concern that pays its ad-  
vertising manager the fair sum you  
mention, usually makes the payments  
in twelve monthly installments. Each  
of the vouchers is engraved, rose-  
scented and certified by the bank upon  
which it is issued; it is then enclosed  
in a sealed envelope, placed upon a  
silver salver and delivered to the Di-  
rector of Publicity by a page in full  
livery. No self-respecting, twenty-five-  
thousand-dollar-a-year advertising man-  
ager would think of accepting his sal-  
ary check unless the ceremony referred  
to were punctiliously complied with in  
every detail.

As to the number of men receiving  
\$25,000 a year. There is only one  
other man who gets that amount, but I  
cannot recall who he is. Perhaps when  
he reads this statement he may write  
you personally.

Some day, as you state, \$25,000 a  
year for advertising managers may be  
as common as gooseberries on banana  
trees; who knows? In these days of  
billion-dollar bond issues, the sum  
seems trivial—I might say, absurd.  
Still, \$25,000 is a lot of money whether  
one gets it or not—particularly if one  
does not get it.

Then, again, as you have very cor-  
rectly observed, the time may arrive  
when the advertising manager really  
manages the advertising. He may be  
allowed to select mediums—possibly be  
permitted to write his own copy—in-  
stead of having to devote most of his  
time to keeping advertising solicitors  
from bothering the boss. Really, he  
should be given a chance, for it must  
be very difficult for the average ten-  
thousand-dollar advertising manager to  
keep up his standing in golf, preserve  
his dignity and hold down his job on  
\$2,400.

It is also very annoying for a solic-  
itor to discover, after he has wasted a  
lot of time and luncheons in "getting  
next," that he has been cultivating a  
glorified office boy, when the fellow  
he must really sell is the second vice-  
president, who is not only a vegetarian,  
but who doesn't know a niblick from a  
baseball bat!

I think something should be done  
about this.

MAURICE SWITZER,  
Advg. Mgr.

George L. Maurer and Gail Murphy  
have been elected members of the board  
of directors of Hoyt's Service, Inc., New  
York.

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

### HELP WANTED

Wanted in Chicago, a well-known business getter or firm of good reputation to represent an excellent list of religious publications. Write terms, experience and full details. Box 448, care P. I.

WANTED—Man thoroughly familiar with the Hollerith Card System and its application. In replying give full details as to education, experience, age, etc. Box 440, care Printers' Ink.

WANTED—Writer to furnish breezy, practical monthly article, one page or over, covering New York City. Fancy goods and novelty field. Address, telling all. R. B. Simpson, 5813 Blackstone Ave., Chicago, Ill.

**TRADE JOURNAL REPRESENTATIVE**—Weekly trade paper wants part or all time of an experienced New York trade paper advertising solicitor who really produces and holds. Name references and salary wanted. Appointment desired in New York week of May 7. Address Box 451, care Printers' Ink.

WANTED—Live advertising men in the principal cities to solicit business for a new magazine with the best proposition for advertisers in the automobile, truck and tractor industries, including parts and accessories. Strictly commission basis. Address by letter only—Henry Farrington, 20 East Jackson Boulevard, Chicago.

### Salesmen Wanted

Over 60 positions open for Sales Mgrs., Adv. Mgrs., Salesmen and Sales Correspondents, at \$1,500 to \$8,000 per year. High-grade firms and men appreciate individualized efficient service. V. G. Trueblood & Co., Employment Service, 19 So. La Salle Street, Chicago, Ill.

### Advertising Man

The leading agency of its kind in Canada has an opening for a high-class all-round plan and copy man.

We want a man who can handle direct by mail campaigns from inception to completion. Preference will be given to the man who can show a record of broadest merchandising and sales experience. Address in strict confidence, giving full details of age, experience, salary expected, etc., in first letter. Box 445, care Printers' Ink.

One of the most complete engraving and printing plants in the Middle West with an established reputation for producing all kinds of direct-by-mail advertising literature such as catalogues, booklets, folders, broadsides, etc., and being particularly well organized for complete service, would be interested in hearing from a real salesman who has sold from fifty to one hundred thousand dollars annually and who has earned from five to eight thousand per year. Address Box 436, Printers' Ink.

### Designer

We have an opening for two men—one a letter designer who can approximate the work of such men as Goudy and Teague.

The other a man who can approximate the work of such men as Perley, Treidler and Fancher.

Preference will be given the man with a broad experience in drawing for reproduction on high-class book, catalogue and magazine work.

Address in confidence, giving full information regarding experience, salary expected, etc. Box 446, care Printers' Ink.

## WANTED IMMEDIATELY

An Assistant  
Art Director  
for a Prominent  
Advertising  
Agency.

Write Box 439, Printers' Ink

## THE MASSES

wishes to appoint a  
**Western Advertising Representative**

Apply in writing to  
**L. Hilb, P. O. Box 62, Stat. D**  
**New York City**

### Wanted—A Real Salesman

By a well-established and progressive manufacturer of electrical household specialties, located in Middle West. Our products are handled by the leading dept., drug and electrical stores of the country. A National Advertising Campaign starts very shortly. Although we have broad distribution, there is still some virgin territory in which we want high-grade representation. For a salesman of exceptional ability there is a rare opportunity here. We prefer men who do not care to limit their possibilities by working on anything but a straight commission basis, although to the right man we will extend the privileges of a suitable drawing account. If you are looking for an out-of-the-ordinary opportunity, write us at once, giving full particulars, references, etc., in first letter, which, of course, will be treated in strict confidence. Address President, Box 452, care Printers' Ink.

### MISCELLANEOUS

**PRINTERS'** Also N. Y. City papers.  
**INK—"OLD" Schworn-Mandel; 450—4th Av., N.Y.**

High grade librarians, private secretaries, stenographers, indexers and file clerks. Service Bureau, 220 Broadway, New York City. Tel. Cort. 4968.

Advertising plays and educational industrial pictures are made and distributed by the E. I. S. Motion Picture Corp., 205 W. 40th St., New York City.

**F. W. WILSON**  
IS REQUESTED TO SEND HIS  
PRESENT ADDRESS TO **R. R.**  
**BOWKER CO., 241 WEST 37TH**  
**STREET, NEW YORK CITY.**

## CANADA—DATA

Leading agencies, advertisers, the world over now rely on **LYDIATT'S BOOK** for latest facts, figures, revealing relative importance different markets and advertising mediums (with rates, etc.) in **CANADA**. Published annually; 1917 ed. just out, 350 p., \$2, postpaid. (Not an agency directory.)

**W. A. Lydiatt, 53 Yonge St., Toronto.**

Notice is hereby given that the annual meeting of the stockholders of the **Ripans Chemical Company**, for the election of Directors and Inspectors of Election for the ensuing year and for the transaction of such other business as may properly come before the meeting, will be held in the office of the **Ripans Chemical Company, 10 Spruce St., Borough of Manhattan, City of New York**, on **Monday, May 14, 1917**, at **12 o'clock noon**. **Chas. H. Thayer, Pres.**

**ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City**, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.

**ADVERTISING** writers, students, newspaper solicitors increase your salary value. Get my practical idea, the **Boyd Plan**. Each week for six weeks I send you half-hundred advertisements (high class, medium, bargain) clipped from all larger cities coast to coast. At the end of six weeks you have clippings of best advertising ideas in America, on every line retail business. Paste ads in scrap book each week and you have a ready reference **Advertising Encyclopedia** without an equal for **Selling Ideas**, copy suggestions, layouts. No slumps, no ruts for writers—just "pep" every time you open it. Only five dollars for the six sets—low price possible because I have largest retail ad-clipping concern in the country. Several thousand big-paid Adv. men use my weekly Service. **J. S. Boyd System Adv., Washington, D. C.**

### POSITIONS WANTED

#### PEN AND INK ARTIST

Young lady desires position where she can make herself useful as fashion artist and office assistant. **Box 458, care Printers' Ink.**

**AN ARTIST**—Extensively experienced—"all round"—figure and decorative—newspaper and agency.

**LOOKING FOR A REAL OPPORTUNITY!** **Box 457, care Printers' Ink.**

**ARTIST**—Creator of layouts, sales ideas, decorative and illustrated drawings. Valuable in service department or place requiring broad experience. Age 32. Salary \$50. **Box 453, care P. I.**

## Manager Circulation

With record on large Pacific Coast dailies desires similar position with daily or magazine, middle west or east. Age 33. Ref. A-1. Address **L. Parker, 3444 Larissa Dr., Los Angeles, Cal.**

**Advertising Space Salesman and Executive**, thoroughly qualified, constructive and productive worker, wide acquaintance, good standing among advertisers and agencies throughout Eastern territory, familiar Western territory, now engaged, seeks opportunity for betterment, general or class publication. Letters strictly confidential. **Box 450, care Printers' Ink.**

## POSITION WITH PRINTING HOUSE

**As service man and solicitor**—Wanted by a man with eight years experience as a department store advertising manager and important experience as a trade paper editor. Practical printer and layout man. **Box 441, care Printers' Ink.**

Young man, college graduate, wishes position on half-day basis as assistant to advertising man; 6 years experience in the field; desires opportunity to apply ability as copy writer. Salary minor consideration. Box 454, Printers' Ink.

#### **POSITION ON NEWSPAPER AS ADVERTISING SOLICITOR—**

Wanted by a man with several years experience behind him as a retail advertising manager of a large concern. Competent to give service to customers and write business articles. Box 442, care Printers' Ink.

### **Circulation Manager**

Expert on Subscription and News-Stand circulation. Open for engagement after May 15th. Big proposition only.

Address Box 447, Printers' Ink

### **SOME LIVE PUBLICATION**

Can secure services of successful N. Y. advertising solicitor for Eastern territory. High-grade man with wide acquaintance among agencies and national advertisers. Highly favorable record. Only A-1 proposition considered. Box 456,

**A HOUSE ORGAN EDITOR  
AND PUBLICITY MAN  
WITH A MECHANICAL TWIST  
IS LOOKING AROUND  
FOR A CHANCE TO PUT HIS  
BEST FOOT FORWARD.  
BOX 449, care PRINTERS' INK.**

I want to connect as assistant with some publisher who needs the help of a live young executive. Am 27 years old, married, and am at present advertising manager of a thriving daily. Can furnish references from well-known publishers who are acquainted with my ability to produce results. I want a big, hard job, a permanent one on contract where I can make money when I make it for the publisher. At liberty within 30 days. Address Box 444, care Printers' Ink.

### **Advertising and Sales Manager With Splendid Record of Results**

Wishes to connect up with a progressive house desirous of securing a material increase in sales. Am at present employed but have reached the limit of my opportunities here. Salary desired to start \$3000.00. I would like to go into this matter further and submit evidence of my fitness for such a position. Answer this and see what will come out of it. Box 455, care Printers' Ink.

### **ADVERTISING MANAGER**

I have had two years' agency experience as a copy writer; one year as Adv. Mgr. of manufacturing corporation; and three years as Adv. Mgr. of retail dry goods establishment. Want position as Adv. Mgr. of manufacturer selling to dry goods trade and a national advertiser. Am 32 years old, unhyphenated American, and dependable. Box 443, care P. I.

**CAPABLE, PRACTICAL COPY AND  
SERVICE MAN**, released by sudden discontinuance of present firm, seeks immediate engagement with agency or as advertising manager or assistant to manager. Seven years' experience, mostly in service departments of agencies. Especially competent man, with clean record. Well grounded in his work. Must connect immediately. Last position, \$2,000. Age, 35. Excellent samples to show. Box 437, care P. I.

#### **—somewhere**

there's an agency—a mercantile establishment, a large weekly or daily newspaper, or maybe a magazine, who needs the services of a man 27 years young, who has had 9 years advertising agency experience in office management, space buying, printing, engraving, copy, etc., and one year experience as advertising manager of a large export and importing house.

The description fits me I believe—suppose you investigate. Address Box 438, care Printers' Ink.

## **Stenographer Wanted**

Capable young woman with publishing and advertising experience, able to earn and worth salary of twenty to twenty-five dollars a week. Apply by letter only, giving experience, age, references, etc.

**"S. W." Box 290**

Care Printers' Ink

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**¶ Tell your  
banker that  
you are culti-  
vating the pat-  
ronage and  
goodwill of the  
kind of people  
that prefer**

**SCRIBNER'S**  
THE LEADING HIGH-GRADE  
**MAGAZINE**



# BRITAIN'S SLOGAN

## *"Business as Usual"*

Throughout the war the wise men of England have striven to maintain the industrial structure of the Empire intact despite all difficulties.

You business leaders of America today are confronted with the same problem.

The council of national defense has issued a warning against hysterical, indiscriminating economy which, it says, is worse than waste. It urges that the general business be not slowed down.

This is a direct injunction to you advertisers to use your tremendous influence over the public mind to promote a sane, normal, level-headed attitude toward the daily activities of life.

Any other policy is an invitation to internal disorder and even panic. Let us with all our strength, strive to keep

*"Business as Usual."*

## The Chicago Tribune

The World's Greatest Newspaper

(Trade-mark Registered)

Circulation over ~~600,000~~ <sup>650,000</sup> Sunday  
~~350,000~~ <sup>400,000</sup> Daily

Member Audit Bureau of Circulations

Eastern Advertising Office :

251 Fifth Avenue, New York City

Pacific Coast Advertising Office :

742 Market Street, San Francisco

